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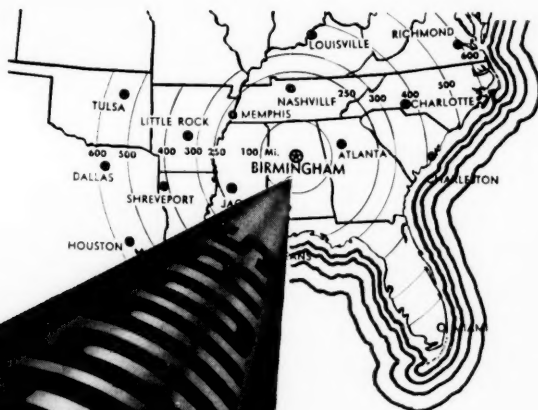
E OF THE INDUSTRIAL SOUTH AND SOUTHWEST

New City in Dallas	p. 9
MR's 1957 Editorial Plans	p. 21
115 New Plants in South	p. 27
Philip Kerrigan, "Iron Man"	p. 34
Other Newsmakers	p. 38



You have a stake in the new era of planning that is gaining momentum in the South. The forward-looking activities of such groups as the Charleston County Planning Board, headed by W. C. Dutton, Jr. (left), are discussed on page 30.

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NEWSMAGAZINE OF SOUTHERN
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EPA

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Do YOU have a noise problem? If so, a copy of Bulletin No. 45 "Diamond Perforated Metal Sheets for Acoustical Treatment" will be forwarded promptly on request. No charge or obligation but kindly state your business connection.

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LETTERS

SIRS: En route from New York to New Orleans on the Crescent Limited, L & N, I had the good fortune to pick up your magazine and immediately I became interested. I was so interested in your September, 1956 issue that I am enclosing fifty cents plus the \$3.00 to cover the extra issue—September, 1956—and a years subscription.

H. A. FABACHER
Victory Truck Line
P. O. Box 10172
650 Knox Rd.
New Orleans, La.

SIRS: If you should still have in stock a copy of the supplement to your edition of December 11, 1924 (*The South's Development*), I should appreciate very much your sending it to me and billing me for it. I would like to have it for reference in connection with research for a volume on the history of the South, 1913-1946, in *A History of the South*, published by the Louisiana State University Press.

GEORGE B. TINDALL
Assistant Professor of History
Louisiana State University
College of Arts and Sciences
Baton Rouge 3, Louisiana

SIRS: I heard (H. McKinley Conway's) address, "Agriculture and Industry—Partners in Southern Progress" given at the General Session of the Association of Southern Agricultural Workers on February 6, 1956 in Atlanta, Georgia. I had hoped that a digest of (the) address would appear in the proceedings of the association but inasmuch as it did not, I am wondering if I may secure a copy of the talk. I would be very grateful if I could receive a copy.

G. W. GILES, Head
Dept. of Agric. Engineering
North Carolina State College
Raleigh, North Carolina

► Excerpts of this speech will be found in MR (March—'56).

SIRS: Two of our authors who have prepared articles for the 1957 *Britannica Book of the Year* have included tabular information which they have attributed to the *Blue Book of Southern Progress, 1956*. Both concern manufacturing statistics of 1955, one for Arizona and the other for Arkansas. . . . We should like to reprint these tables in the 1957

Britannica Book of the Year, but we are loath to do so without your approval. May we have your permission to do so? In each case a credit line indicating the *Blue Book of Southern Progress, 1956*, will be included to show the source of the data.

HOWARD E. KASCH
Managing Editor
Britannica Book of the Year
425 N. Michigan Avenue
Chicago 11, Illinois

SIRS: We should appreciate it if you would put us on your mailing list to receive copies of *MANUFACTURERS RECORD*. We were very favorably impressed by the articles and also by the advertiser coverage in the issues we have read.

ROBERT A. BEMM
President
Power Springs Inc.
9044 Terminal Avenue
Skokie, Illinois

SIRS: I understand that cotton mills make use of spindles made of dogwood timber. In this connection, could you tell me the name of a company that makes these spindles, as I wish to offer them some very good wood of this kind.

FRANK A. MONTGOMERY, JR.
Wilmington, North Carolina

► Perhaps the closest firm to Wilmington, North Carolina that utilizes wood in the manufacture of spindles is the Covington Wood Carving Company of Covington, Kentucky. Another plant engaged in similar work is the Ohio Scroll and Lumber Company of the same city. If neither of these firms suffice, you might consult *The Thomas Register*. This book can be found in most libraries.

SIRS: As subscribers to your magazine, we were very much surprised in reading the 1956 *Blue Book Directory* edition that our firms, Continental Tapes and Continental Chemical Co., Cayce, S. C. were not listed.

Your magazine has proven very beneficial to us in our sales work in the Southern States. Would appreciate your advising us of similar publications that are available for the remainder of the country.

RICHARD C. STRACHAN
Assistant Sales Manager
Continental Tapes
Cayce, South Carolina

Welcome Aboard, Jouett Davenport!

Jouett Davenport, Jr., widely-known Southern business writer, has been named Managing Editor of Conway Publications.

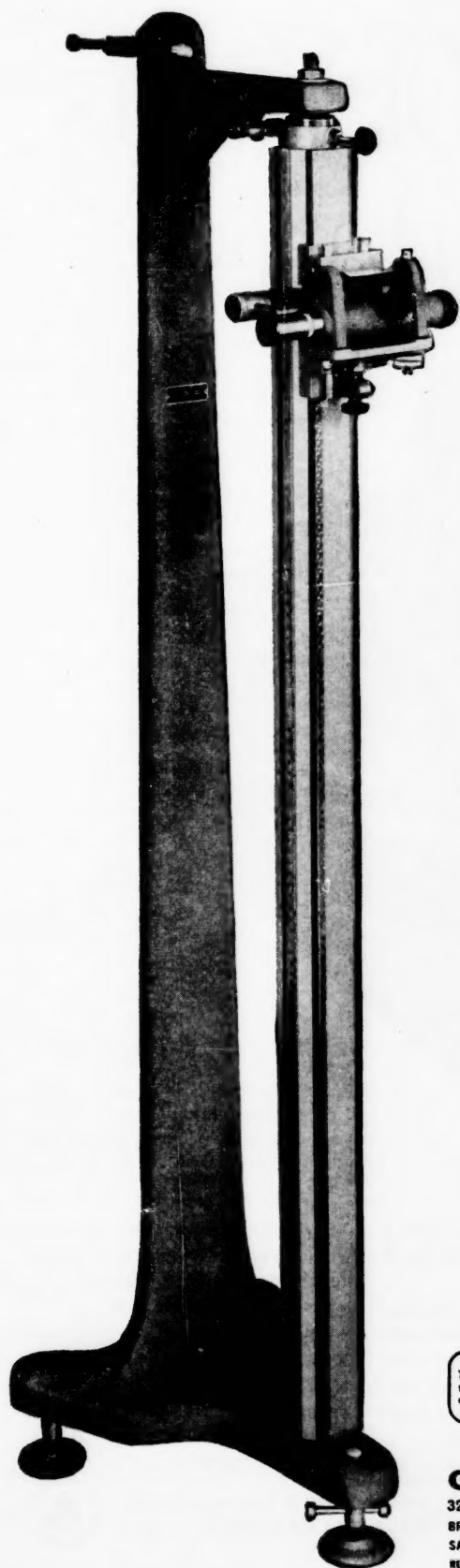
H. McKinley Conway, Jr., publisher, said that in the new position Davenport will head an editorial staff responsible for a variety of publications. Included are *THE RECORD* and also *Industrial Development*, a fast-growing national magazine read by top business executives.



Davenport for the past 13 years has served on the staff of the *Atlanta Journal*, most of that time as business editor. He aided in establishing the *Journal's* business section as one of the finest in the nation.

Previously, Davenport held editorial positions with the *Gadsden, Alabama, Times*, and with the *Augusta, Georgia, Herald*. He also served as editor or associate editor of school publications while attending Junior College in Augusta, his home, and Oglethorpe University in Atlanta. At Augusta he achieved highest honors, gaining election to Phi Theta Kappa, national junior college scholastic fraternity.

Davenport was graduated in 1940 from Georgia Teachers College where he also participated in publication work. Recently, he served as vice president of the Atlanta Chapter, Sigma Delta Chi, national professional journalistic fraternity.



Dependability and precision are built into this sturdy **CATHETOMETER**

This is an economical and versatile instrument for the precise measurement of distances by means of a movable telescope mounted on a precision engine divided metal scale. It may be used either in the vertical or horizontal plane. The readability is 0.05 mm and can be estimated to 0.01 mm through a range of 97 cm. The telescope with objective of 6.3 inch focal length and 1 inch aperture, is provided with 90° cross hairs and can be focused from 60 cm to infinity. The telescope mounting has leveling screws of fine pitch as well as a sensitive spirit level. The entire unit is sturdily built and attractively finished in chrome and gray wrinkle enamel.

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Telephones as Christmas Gifts

If you order early, we'll do our best to install your gift telephones before Christmas. If that isn't possible, then we'll come around after Christmas and install them wherever you wish.

There's a new idea in gifts and it's one of the best in a long, long time. It's the idea of giving telephones for Christmas.

Few things are so sure to be appreciated by everybody. For when you give someone an additional telephone you give three of the greatest gifts of all—comfort, convenience and security. And “it's fun to phone.”

So this year, make it something different and “give the gift you'd like to get.”

Save steps and work for Mother by giving her an additional telephone for the kitchen or bedroom.

Help Dad avoid puffing up the stairs (they may be getting a little steeper, you know) by giving him a telephone in his workshop.

Reward the teen-agers who are growing up so fast with a telephone for their very own. (That could be a break for you, too!)

Easy to do. The cost is moderate. There's a choice of eight handsome colors. Ivory, beige, green, blue, red, yellow, brown and gray. Just call the Business Office of your local Bell telephone company.

Working together to bring people together
BELL TELEPHONE SYSTEM



The last month of prosperous 1956 has arrived with every indication that when final statistics are in, the year will have won a place as another record-breaker on virtually all major economic fronts.

This is particularly true of the South where announcements of new industrial and business developments are popping up daily in every state of the region.

And, there are ample reasons to assume, the accomplishments of this year will be but the springboard for continued, more rapid progress—higher employment, bigger payrolls and literally hundreds of new plants—in promising 1957.

From the standpoint of this writer, who is new to MANUFACTURERS RECORD but long a reporter of events on the Southern industrial and business scene, the growth of the past remarkable decade may be regarded as a suggestion of things to come.

Each of those years has been marked by expansions greater than in the preceding year. Even the business slowdowns of 1949, and in the latter part of 1953 and early 1954 were but ripples in the long-range upward trend line.

Back at the end of World War II the South was regarded as standing on the threshold of a great new era of industrial growth. The accuracy of that view has been established. But, even more noteworthy is the fact that continuing revelations of additional possibilities have literally put the region on another new threshold today.

Ahead lie all the marvels to come from sustained broad programs of scientific research—myriad new products, new methods of production and better means of distribution.

There will also be increasingly more efficient utilization of the South's resources and the creation of wider markets for the kinds of goods that the region can and will produce.

Thus there is every assurance that the coming year and the years of the distant future may be anticipated with confidence, brightened by the many yet untouched potentials of the mighty South and its dynamic people.

Meanwhile, a matter of immediate concern for businessmen everywhere are those Congressional issues which will affect the pocketbook, business in general, and indeed, the free enterprise system.

A major consideration of members of Congress in the upcoming session will be the effect of their action on business. Assuredly, it is the responsibility of business men to make known their views on what the legislators do.

As outlined by the Chamber of Commerce of the United

States, here are the issues which should command attention:

Free farm markets, federal versus private housing, minimum wage-fixing, social security, federal aid to education, government in insurance, foreign aid, right-to-work, secondary boycotts, atomic energy, federal versus private power, equitable taxation, federal spending, postal rates and Hoover Commission reforms.

Incidental Intelligence:

Workers get about 90 per cent of the amount of the product of all industry, while the amount that accrues to the owners of the tools—the investors, that is—totals about 10 per cent. Yet, the tools do more than 95 per cent of the work.

* * *

Despite the increase in the cost of living during the past few years, the average consumer has more to spend—can actually buy more—than ever before. For example, in the period 1950-56 per capita disposable income in the nation climbed from 110 (the 1947-49 average equals base 100) to 138.5. During the same period, the cost of living climbed from 102.6 to 116.8. Thus disposable income rose by 25.9 per cent while costs went up just 13.6 per cent.

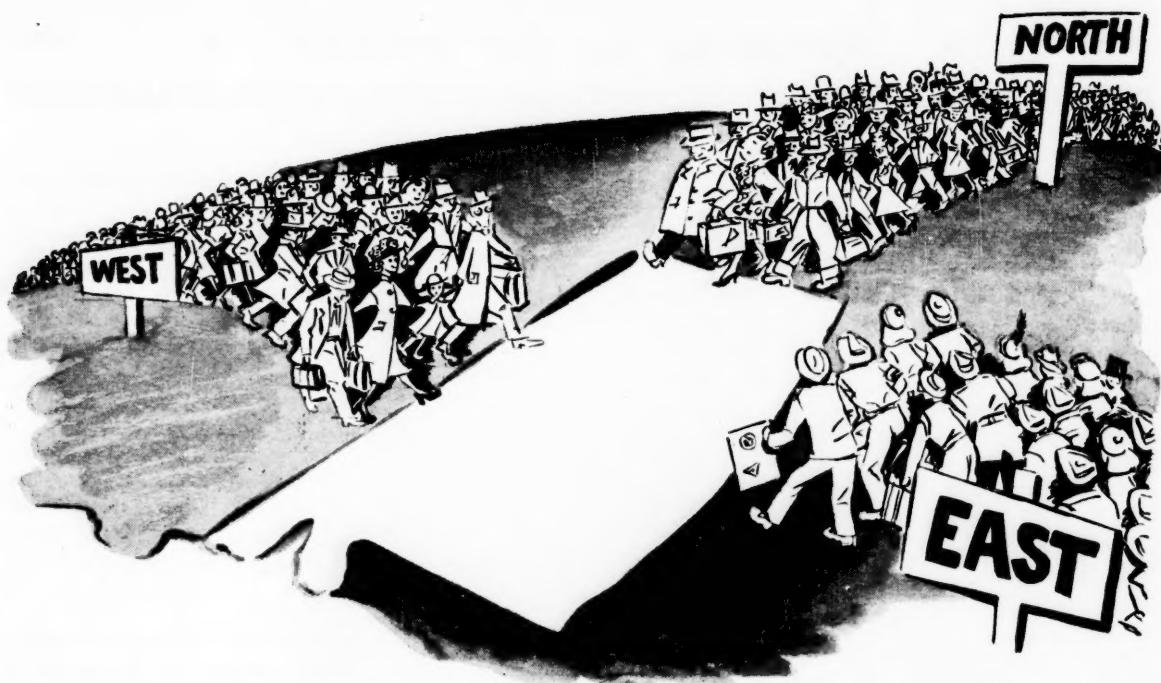
* * *

A new survey of 1,000 large manufacturers in all parts of the country shows that the managements of those firms approved projects in the first half of this year involving 39 per cent more capital spending than in the like 1955 period. The study showed further that as of midyear backlogs of ratified plans were one-fourth larger than those of six months earlier. This pattern suggests that investment in new facilities during 1957 will continue in an up-trend to reach a substantially higher level than in 1956.

* * *

The all-important role that small companies play in the economy of the United States is spotlighted in the results of a survey made by Du Pont. It was shown that small companies comprise more than nine-tenths of the chemical concern's 75,000 customers and 30,000 suppliers. The study stressed that big business finds it is good business to use the small supplier as much as possible. Citing a typical example, Du Pont said that last year it spent \$293,000 on goods and services for one of its plants from 96 firms in a small Southern town of less than 10,000 population. Furthermore, \$708,000 was spent with 249 firms, nearly all small, located throughout the state.

J. D.



All Roads Lead to Alabama As a Site for New Industry

*Here's
Why*

More and more industries from across the country, learning of production advantages in Alabama, are following the leaders in locating plants in the state. These companies "Make it South" and sell it South, North, East and West.

Rich in natural resources in both raw or semi-finished form; offering an adequate supply of intelligent, easily trained labor; blessed with abundant fresh water and located in the center of the nation's fastest growing Southern market, Alabama is an ideal location for manufacturing or distributing operations.

Our Industrial Development Department will gladly supply information relating to locations suitable for your business. There is no obligation. Correspondence and conversations are held in strict confidence.



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Helping Develop Alabama

Birmingham 2, Ala.

DIRECTED BY

Richard Edmonds...1882-1930
Frank Gould1930-1943
William Beury ...1943-1955
McKinley Conway...1956-

MANUFACTURERS RECORD

(IN REVIEW)



DECEMBER 1953

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

The Effect of Bad Railroad Laws

The people of at least some of the Southern States have learned by this time that the MANUFACTURERS RECORD and a few of its contemporaries have been on the right side in so strongly opposing the unwise railroad laws that have from time to time been passed by their legislators. That these laws have restricted the building of new roads and kept outside capitalists away, there can be no longer any doubt. Sections that would now be blessed with railroads had there been no arbitrary laws passed to take their management out of the hands of their owners, must remain without transportation facilities, and consequently undeveloped. If the Southern people will only keep their hands off the railroads and let their owners manage them, they will find this course vastly better for the country, and unless they do this, railroad building in their section will proceed very slowly.

Southern Progress

The more we study the future of the South, the more glorious does its prospects seem to grow. There is in this case, no chance for a reaction; the onward and upward march of progress may continue unabated for a century, and yet the marvelous resources of that section will not have reached their highest point of development. The world is only beginning to realize something of the matchless future of prosperity that awaits the fair land stretching from Mason & Dixon's line on the North to the borders of Mexico on the South. In that immense territory there are nearly 600,000,000 acres, of which only about one-eighth have ever been cultivated. Many had supposed, up to a few years ago, that much of the Southern soil was comparatively poor, and that the cultivated land had been exhausted, but this has now been proven to be far from the truth,—for under a more judicious system of cultivation than formerly prevailed, the lands that were once supposed to be worn out have been restored to even more than their pristine fertility, and the place which once grew one bale of cotton now grows two. We believe that is by no means an over-estimate to say that in twenty-five years the annual value of the agricultural products of the South will be but little, if any, less than the value of the agricultural products of the entire country at the present. This would necessitate an increase from about \$800,000,000 to not far from \$3,000,000,000.

Free Trade the Cause

The decline of American shipping is chiefly due to the fact that when England had by seventy-five years of active protection to the manufacture of iron and steel become ready to build iron and steel ships, America through the corruption and short-sighted folly of the free-traders in passing the unprotective tariffs

of 1846 and 1857, had not got ready to build ships of iron or steel in competition with England. Had the protective tariffs of 1824 and 1828 been continued without any backing down in deference to the pig-headed ignorance of South Carolina, the iron and steel manufacture would have grown in the thirty years intervening between 1828 and 1858 to the point where the transition from wooden to iron ship-building, which became necessary in the epoch beginning with 1855, would not have been fatal to American shipping interests.

Manufacturing

At Columbus, Miss., a \$40,000 enterprise is under way for establishing a manufactory for buckets, tubs, wagon spokes and hubs, and other kinds of wooden ware. The factory will employ twenty-five hands.

A glass factory will be established in Little Rock, Ark.

It is rumored that a party of Baltimore capitalists have bought land near the Covington, Ga., depot and will erect a gun factory.

Pig iron is very heavy now, and nobody seems to care to shoulder a heavy load of it; but after a while everybody will be regretting that they haven't a good big pile of it.

Three thousand dollars have been subscribed towards the erection of a cotton-seed oil mill in Saluda, S. C.

The manufacturers of Nashville, Tenn., now pay 11 3/4 cents per bushel for coal, but it is thought that a new road will be shortly built,—the managers of which promise coal to the city for 3 1/2 to 4 cents per bushel.

A new fertilizer company is to be organized in Elberton, Ga., with a capital of \$20,000.

The prospects of a cotton factory in Pine Bluff, Ark., are said to be very encouraging.

The Enterprise Manufacturing Company, Augusta, Ga., have recently decided to throw out the last of their second-hand machinery English cards, and have ordered, to replace those thrown out, the Foss & Pevey cards, of which they now have a large number in operation.

THE MARVELLOUS WEBBER SINGING DOLL.

A Mechanical Wonder.

Last year we first introduced this CHARMING NOVELTY to the children of America and it is safe to assert that no Toy ever devised attained such immediate popularity; fully aware of its merit we had thousands of Dolls ready for the Holiday trade notwithstanding which the supply was exhausted early in December, and hundreds of children who came to our store were disappointed. We have been accumulating stock for the past nine months and shall endeavor this year to fill all orders the day of receipt. **The Doll has been improved in every way since last year.** Instead of the stiff German body as in all imported Dolls our Doll has an **AMERICAN MADE BODY** with limber joints so that it will sit easily and gracefully in any position. The arm is of **Finest Kid** with separate fingers. These are positively the **finest bodies** ever put in a Doll, they are of **graceful and natural shape**, and much better and more expensively made than the best imported bodies which they will out-wear many times. **The Waxen Heads** with long hair are of the best French and German make, made especially for this Doll and they are as beautiful as life, long hair, beautiful eyes and delicately tinted cheeks. We combine them the **finest Doll's Heads** ever imported, into this country, and that without the **Wonderful Singing Attachment** THE DOLL ALONE IS WELL WORTH THE ENTIRE PRICE. THE SINGING ATTACHMENT is composed of the finest of the most ingenious inventions of the age. Its shape and location are shown in the right hand engraving. It is a **Perfect Musical Instrument**, finely made, not liable to get out of order and so arranged that a slight pressure causes the Doll to sing one of the following airs: "Home sweet home," "Greenville," "I want to be an angel," "There is a happy land," "Sweet bye and bye," "Bonnie A. B. C. Song," "America," "Thou, thou reign'st," "Frohe Botschaft" (German), "Toll Aunt Rhodie," "Bring a broom," "Yankee Doodle," "Coming thro' the Rye," "God bless the Prince of Wales," "Grandfather's Clock," "Child's Song," "Last Rose of Summer," "Joyful Message" (German), "Old Folks at Home," "Pop Goes the Weasel," "So many Stars" (German), "Sleep my Child" (German), "When I a little bird," "Cradle's Empty," "God save the Queen." Walking and talking dolls have long been made, but they are expensive, soon out of order and do not afford the little ones half the pleasure and entertainment that our **Wonderful Singing Doll** does, which is the **Greatest Novelty in CHILDREN'S TOYS EVER PRODUCED** and is the most beautiful and appropriate present that can be made to a child. We can furnish three sizes No. 1, 22 inches high, price \$2.75. No. 2, 24 inches high, larger head price \$3.25. No. 3, 26 inches high, our **BEST DOLL**, price \$4.00. These Prices include **Boxing**. All three sizes are equally perfect and complete, but the larger the doll the larger the singing attachment and better head. Sent to any address on receipt of price; **fine embroidered Chemise 25 cts. extra.** THE TRU & SUTCLIFF. Address all orders to **THE MASSACHUSETTS ORGAN CO., No. 57 Washington Street, Boston, Mass., U. S. A.**

"A PRIMA DONNA IN EVERY HOME."

FACTUAL INFORMATION on INDUSTRIAL SITES in the SEABOARD SOUTHEAST

If you are interested in a new plant location, let us furnish you information on some of the outstanding sites in the Seaboard Southeast.

An expression of your requirements will bring prompt recommendations with supporting factual data.

Extravagant claims have no place in our presentations. For more than half a century, the Seaboard Air Line Railroad has maintained an industrial development organization to assist industry in matters pertaining to plant locations. The benefit of our experience and services will be made available to you without obligation or cost.

Yes—we'll keep your inquiry confidential.

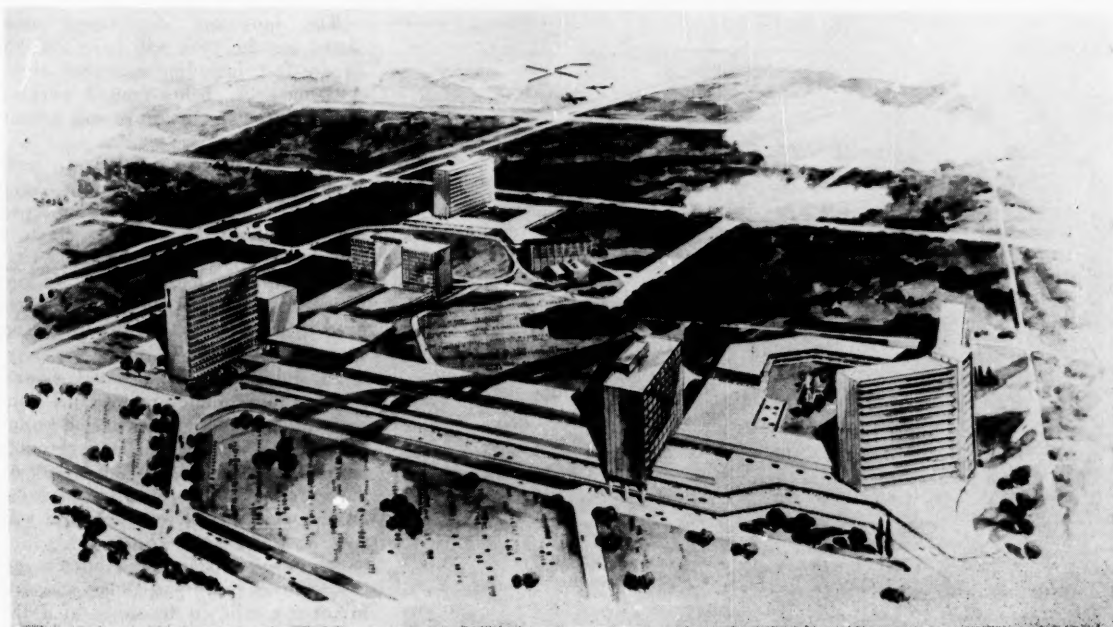
Warren T. White

Assistant Vice President

Seaboard Air Line Railroad Company

Norfolk 10, Virginia





America's City of Tomorrow, Exchange Park, Dallas, is the nation's first completely integrated and weather-controlled business community. Included in the Park are such facilities as a bank, an insurance building,

a department store, a medical research center, retail shops and office buildings, multi-level parking facilities, and a hotel.

EXCHANGE PARK AT DALLAS IS A CITY WITHIN A CITY

The New Project, Covering 120 Acres, To Cost Close To \$125 Million; Completion Set For '61

By QUENTIN ANDERSON

DALLAS. Rapidly taking shape here in this city of a million dreams is an entirely new concept of the business community of the future—a city within a city—containing all the facilities necessary to provide goods and services under the most favorable conditions.

Presently under construction, Dallas' Exchange Park is being advertised as "America's first completely integrated commercial development."

The project is to cover over 120 acres, most of which has been left in a beautiful wooded setting. Perhaps the two most significant facts about the park are that it will represent a whopping \$125 million investment, and that it will be completed within five years.

At completion, the development will contain 2,394,065 square feet of usable

floor space. Basement and service areas will be 453,200 square feet. Illuminated parking facilities will accommodate 15,000 automobiles simultaneously.

Developers of the park claim that the normal occupancy, exclusive of hotel guests, will reach 25,000 persons.

Noteworthy is the location of Exchange Park. The site is immediately accessible to every highway entering Dallas from the North, East and West. It is also conveniently close to Dallas' central commercial area, yet removed from the congestion of the older business districts.

Plans for the District include the erection of four office buildings with a total of 875,000 square feet of usable floor space. Significant is the fact that this floor space represents one-tenth of the present available office space in Dallas.

Guests to the city will be taken care of in a proposed 1,000-room hotel, which will include ample recreational facilities. A 452,400 square foot Medical Research Center will provide complete research and clinical facilities, and professional offices.

Another building included in the elaborate plans is a maintenance structure to house power plant, boiler room and the maintenance headquarters. In addition to a major department store of an anticipated 200,000 square feet will be 150 retail shops having a total of 460,105 square feet.

Included in the four large office buildings being erected in the Park is the new home of the Exchange Bank & Trust Company, a 14 story structure that will contain 251,820 feet. Of the total footage of the building, the bank itself will occupy 30,000 square feet on the first floor. The remaining room on the ground floor will be occupied by retail establishments. Space on other floors will be leased to various businesses. Present plans now call for a 6,000 square foot restaurant to be located in the basement.

The bank building is purposely being constructed so that no sun will reach its windows from March to November. North and South walls will be made up of continuous windows with color-



An outstanding example of the type of building to be erected in Exchange Park is the new 13-story home for Exchange Bank & Trust Co. It is the first of four office buildings scheduled.

ful, insulated spandrels.

Internationally famous Braniff Airways will construct a ten story building in the Park that will contain approximately 181,500 square feet of floor space. It will be occupied by administrative personnel of the airline company.

Like the other three main buildings in the project, the Braniff facility will follow a general design to produce a unified appearance. The Braniff Building in Exchange Park is the second major new installation contracted for by the airline within the last year.

One of the reasons that Braniff decided to move its operations from Dallas' Love Field is the fact that they were rapidly becoming too large to operate efficiently from that point. The moving of the administrative personnel to Exchange Park will allow Braniff to devote full acreage at Love Field to the constantly expanding maintenance and operating requirements of the airline's \$87 million aircraft program.

One of the largest and most completely equipped medical research centers of the southwest will also be located within the park. Total footage in the facility will be 452,000 feet. The facility is scheduled to provide a first floor area of 131,200 square feet for shops of a medical and service nature and 150 suites of offices for general practition-

ers, specialists and surgeons on the upper floors.

It is reported that the facilities will be comparable to those found in the nation's foremost clinics. Located on the upper floors of the building, along with the doctors' offices will be a complete 150-bed clinic hospital. The building agenda calls for a large conference room for medical meetings and conventions.

Exchange Park's hotel, designed for comprehensive guest service to the project as well as to Dallas, is figured to be one of the most elaborate in the Southwest.

The first floor area of the shop has been set aside for retail shops and the hotel's lobby. This section of the building comprises a total of 46,000 square feet.

The hotel, offering both luxury and commercial type accommodations is planned so that it will face on a large, completely landscaped court.

The court will cover three acres and will contain a 6,000 square foot swimming pool and lake. Adjacent to the hotel building and also facing the court will be a restaurant to seat 1,000 people. The restaurant will be constructed on two levels and will overlook both the court and pool.

Underground parking will be offered adjacent to the hotel.

The four-story department store slated for the park will have 200,000 square feet, including basement areas. A triple-deck, below-ground parking area adjacent to the store will accommodate 1,800 cars.

Comfort-minded developers have made provision to have all units of the project connected by air-conditioned malls or pedestrian streets to create a completely weather-controlled city. Over a mile in length, these 40 foot wide walkways will be covered overhead by skylights and will be lined on each side with retail shops.

To insure ample pedestrian and parking room, underground truck tunnels are being built to service all buildings in the project. The underground parking facilities will be the largest of their kind in the world. Streets will be 32 feet wide and 14 feet high, and will run for 3,600 feet.

Storm sewers have been built at no cost to the taxpayers of Dallas and run for over a mile in the shape of a 15-foot high horseshoe. The developers of the park have also provided their own source of water to be used in air conditioning and landscape maintenance. Park Authorities have spent over \$50,000 in building a concrete reservoir 60 feet in diameter that will hold a two week supply of water in reserve. The well is sunk 1600 feet in the ground.

The builder of Exchange Park is William A. Blakley, Dallas lawyer. Mr. Blakley is Chairman of the Boards of Exchange Bank & Trust Company, which he founded 10 years ago; Girard Life Insurance Company, Girardian Insurance Company; and Guardian Underwriters Insurance Company.

Tile Plant Set For Longview

LONGVIEW, TEXAS. Gus W. Lang, Miami, Fla., one of the world's largest manufacturers of roofing tile, has announced he will build a plant in Longview to serve the southwestern market.

He reported that he had already obtained a temporary location in a building formerly used by the Grapette Bottling Company, and will begin manufacturing both the barrel and shingle type cement roof tile immediately. The tile will be made in a wide range of colors.

Lang said his Longview operation would be known as Florida Tile &

INDUSTRIAL EXPANSION

Roofing Company. He is the owner of the Fisher Tile company in Miami, which serves an area within a 500-mile radius of that city. His Florida plant contains approximately 75,000 square feet of floor space. Should his expectations be realized, he said he plans to make the Longview installation as large as his Florida property, which is valued at \$1 million.

The Miami manufacturer said he had already moved machinery to Longview.

Lang said his company makes and installs roofs, and also will sell to other roofing contractors and instruct them in the method of installation.

The Florida industrialist, who has been in the roofing tile business more than 15 years, said he came to Longview at the invitation of Harvey Little. Little has already used Lang's Tile on one of his houses in Forest Park, and said that he plans to use it extensively. The Longview builder had visited Lang's Florida plant several times.

"Tile roofing properly installed, will last 150 years," Lang said. "Among its many advantages, tile is fire-proof, thus creating lower insurance rates and its insulating properties are ideal," he added, "especially in air-conditioned homes or buildings."

Lee Dorcas, who had been with Lang's company for eight years, will be in charge of the Longview plant.

Standard Register Plans New Plant in Arkansas

FAYETTEVILLE, ARK. Announcement of the location of a new million-dollar plant of The Standard Register Company, Dayton, Ohio, in Fayetteville, Arkansas, was made recently by M. A. Spayd, president of the company.

Construction of the first phase of the plant, containing approximately 64,000 square feet of floor space, is expected to be completed by the middle of 1957. As equipment becomes available the size of the building will be expanded to 120,000 square feet.

The projected plant will employ approximately 350 people when it reaches full capacity. Initial production will be the manufacture of marginally punched continuous forms and Zipsets. As the plant is expanded it will become a fully integrated unit, the company's fifth major manufacturing facility. Other manufacturing units of the company are located in Dayton, Ohio; York, Pennsylvania; and Oakland and Glendale, California.

LATE NEWS HIGHLIGHTS

LAKE CHARLES, LA. Plans for construction of a multi-million dollar petrochemical plant here to produce 200 million pounds annually of ethylene for industrial use, were announced last month by Bruce K. Brown, President of Petroleum Chemicals, Inc. The facility, which is being built next to an existing Petroleum Chemicals' plant, is scheduled for completion in January 1958.

CAMBRIDGE, MD. Construction is scheduled to begin early in 1957 on the Mine Safety Appliances Company's new plant near here. The 100-acre site will be used for light manufacturing operations. The company plans to hire only local people with only special technical help brought in.

CARROLLTON, KY. Metal & Thermit Corporation has purchased a 163-acre tract near here, on which it will build an organo-tin chemicals producing plant to supply stabilizers for plastics manufacturing.

ATLANTA. Butler's Inc., a shoe company, has been issued a building permit to construct a \$560,151 office and warehouse building here. The one-story building will be constructed by the T. C. Brittain Company of this city. Plans call for 112,000 square feet of floor space.

LAKELAND, FLA. Kraft Foods Corporation will build a \$5 million plant four miles west of here to produce citrus concentrate, fruit salad and citrus pulp for cattle feed. The company will build on 35 acres of a 256-acre industrial district recently set up by the Atlantic Coast Line Rail Road. The new plant will provide jobs for 3,000 persons.

PISGAH FOREST, N. C. The Ecusta Paper Company has announced that it plans construction of a plant addition and installation of a new paper machine and auxiliary equipment at a cost of several million dollars. The expansion program involves an addition of 70,000 square feet of factory floor space. It is hoped that production from the new machine will be available early in 1958.

JACKSON, MISS. A new steel manufacturing plant, the first in Mississippi, is being erected in the Flowood Industrial District here. The plant will have an initial capacity of some 30,000 tons per year. It will employ nearly 100 people, with an annual payroll of nearly \$400,000. W. A. Caldwell, Jackson businessman, is chairman of the board, and Walter Stewart, formerly vice president of the Virginia Steel Company, Birmingham, Ala., will be president. The plant is being constructed with \$1.25 million of private Mississippi money.

SAINT MARKS, FLA. The Warren Petroleum Company of Tulsa, Oklahoma, has received final approval for its plans to build a 900,000 gallon liquefied petroleum gas installation plant here.

CHARLESTON, S. C. The Gulf Oil Corporation has purchased options on more than 3,000 acres of land here as the possible future site of an oil refinery. Gulf spokesman reported that a final decision would be announced around the first of the year.

MIAMI. Florida Power & Light Company plans to spend an unprecedented \$66 million on expansion during 1957—50 percent more than the record \$43.5 million being spent on new construction this year.

MONTGOMERY. Three additional piers are being constructed at the Alabama State Docks in Mobile. The piers, including dockside facilities, will be part of a \$5 million expansion program designed to handle the Alabama facility's growing business.



Architect's drawing shows how new Engineering Building of Carbide and Carbon Chemicals Company, a division of Union Carbide and Carbon Corporation, will look when completed at South Charleston, W. Va., in 1958.

SPACE FOR 500 ENGINEERS

Carbide And Chemicals Firm Okays 2nd Project in Month

SOUTH CHARLESTON, W. VA. A new multi-million dollar engineering building of modern design will be erected here by Carbide and Carbon Chemicals Company, a division of Union Carbide and Carbon Corporation. D. B. Benedict, president of Carbide and Carbon said the five-story structure will provide needed space for more than 500 engineers engaged in designing new equipment and new plants for the company's continuing expansion program.

The building has been designed by Fellheimer and Wagner, architects, for maximum efficiency. It is composed of four wings that meet in the center at an angle to form an X. The standard width for wings in this kind of building is 65 or 70 feet, but in this new facility the wings will be only 36 feet wide. At the tips of each wing there will be a widened space for drafting rooms with ceilings that slope toward the windows

and thus reflect light inward.

An unusual number of office modules with wood-paneled walls running to the ceiling will provide quiet, attractive facilities for engineers on the three upper floors.

Outside walls will be mostly glass. Parking strips, terraced and landscaped, will hold more than 500 automobiles. The surrounding countryside is rugged and wooded. Nearby is a 100-acre recreational area for Carbide employees.

This is the second time in a month that plans have been approved by Carbide for new construction in this area. The engineering buildings will occupy ground adjacent to Carbide's present research facilities and not far from a new development laboratory, plans for which were announced recently. Ground for both projects was broken this fall and construction will be completed during the first quarter of 1958. Mr. Benedict said.

General Mills Buys 10-Acre Site For Fort Worth Plant

FORT WORTH. General Mills will build a modern, "push-button" feed mill in Fort Worth, Texas. C. H. Bell, President, announced recently.

The new plant will occupy a 10-acre site recently purchased from the Fort Worth and Denver Railroad. Construction will begin immediately and will be completed in about 12 months.

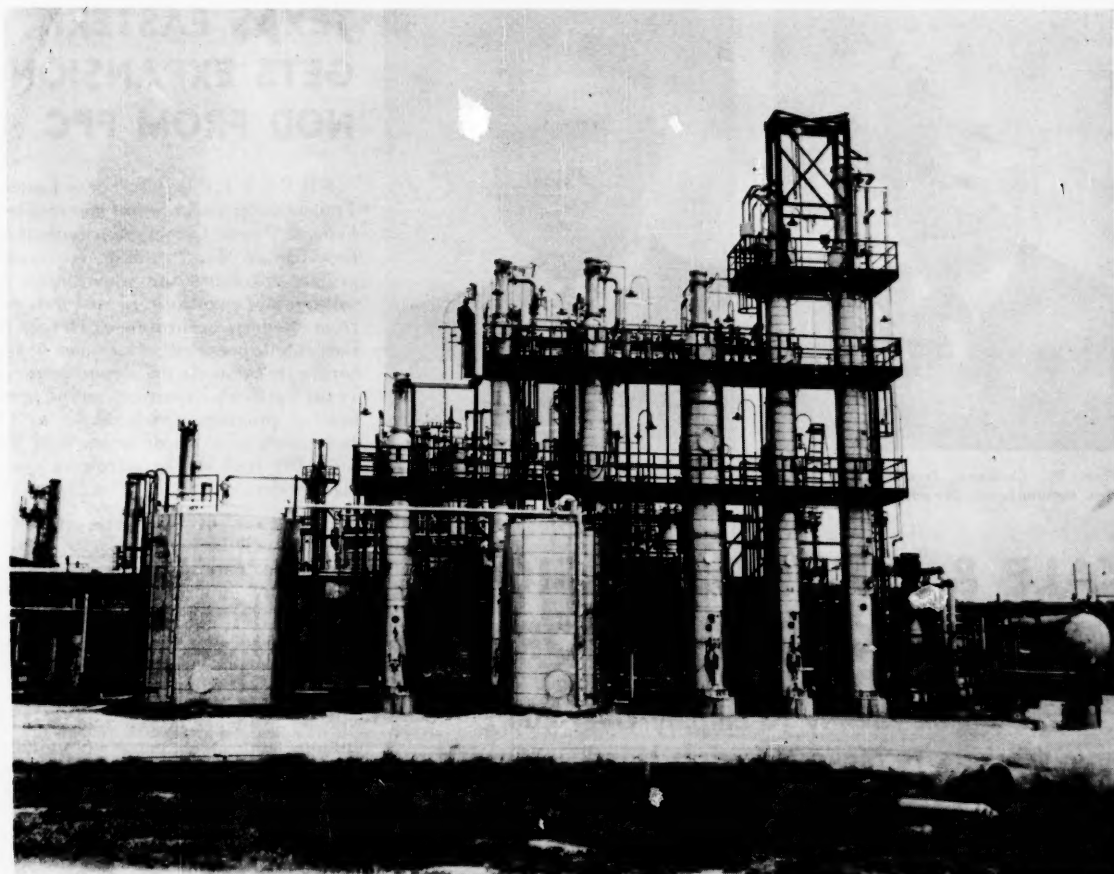
D. H. McVey, General Manager of the company's Feed Division, said the plant will manufacture a complete line of Larro Sure Feeds for livestock and poultry and will have a capacity of 50,000 tons per year (on a 16-hour day basis). It will employ 50 people in plant and office.

Electronically controlled, the plant will turn out feeds in mash, pellet, crumbled, or cubed form. It will be able to provide its products for delivery in bulk or in 50 and 100 pound bags. It will be of the newest, modern design, McVey said, and will be equipped for pneumatic unloading and for the palletized handling of sacked feeds.

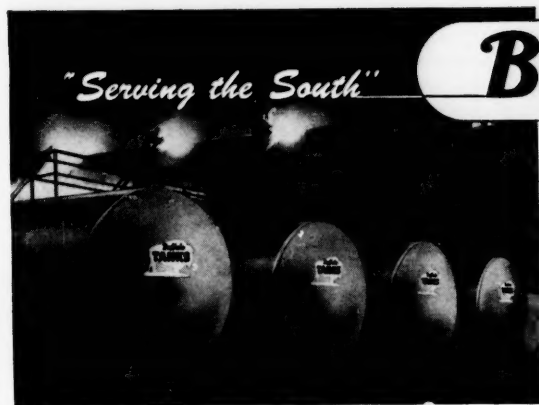
The plant will consist of three main buildings: a mill, warehouse, and office. The mill, constructed of reinforced, slip-form concrete, will be 60 feet wide by 50 feet deep and will be 119 feet high. The warehouse, 84 feet by 300 feet, will provide bulk storage for 1,800 tons and sack storage for 2,000 tons of feed; it will be of metal-clad, steel frame construction with a concrete floor. The office will be a single story, concrete building 75 feet long by 37 feet wide.

"This new facility," McVey said, "will enable us to further improve our service to our customers in the Texas area and to expand our business in this important livestock and poultry producing section of the country. It marks another significant step in the continuing growth of our feed operations."

In 1954, General Mills built an electronically-controlled feed plant at Belmond, Iowa, and is now completing a modern feed mill at Stockton, Calif. Recently, the company moved its expanding feed research operations from Detroit to a new, 1,100-acre farm near Indianola, Iowa. This is now the world's largest animal feed research farm operated by a commercial firm.



Three petrochemicals are produced from ammonia and ethylene oxide in this new unit at the Brandenburg, Kentucky, plant of Olin Mathieson Chemical Corporation. The ethanolamines produced here are used in the manufacture of detergents and as absorbents in industrial scrubbing operations. Ethylene oxide, ethylene glycol and related chemicals are produced elsewhere in the Brandenburg plant from natural gas obtained from the Tennessee Gas Transmission Company's trans-continental pipe line passing through western Kentucky.



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Gilbert W. Chapman, President of Yale & Towne Manufacturing Company.



Elmer F. Twyman, Vice President, who announced plans for new facility.

YALE & TOWNE ENVISIONS FORREST CITY FACTORY

**\$4 Million Facility To Employ Over 400
Workers To Make Materials Handling Equipment**

NEW YORK. Yale & Towne Manufacturing Company, one of the world's largest producers of materials handling equipment and hardware, has drawn tentative plans to erect a factory at Forrest City, Arkansas, of over 120,000 square feet.

The announcement of the company's plans was made by Elmer F. Twyman, vice president in charge of Yale & Towne's materials handling equipment operations.

Mr. Twyman said the projected plans for Forrest City envision the construction of an ultra-modern plant where a major line of Yale materials handling equipment will be produced, employing over 400 skilled and semi-skilled people. It is understood that the project will cost an estimated \$4 million.

"We are very happy about the prospect of establishing a manufacturing center for Yale equipment at Forrest City," Mr. Twyman said.

"In favoring this community," Mr. Twyman added, "we were greatly impressed by the neighborliness of its residents and by the general feeling of cooperation offered to us by its citizens and officials.

"We sincerely hope that our project will move ahead quickly to completion next year, for we know we shall be able to make a substantial contribution to the economic growth and well-being, not only of Forrest City but of all of Arkansas," Mr. Twyman said.

Yale & Towne has manufacturing plants in Philadelphia, Chicago, Stamford, Conn.; Lenoir City and Gallatin, Tennessee; Salem, Virginia; Berrien Springs, Michigan; Franklin Park and Addison, Ill.; Canada; England; and Germany. It also has licensed manufacturers in France, Belgium, Italy, Spain, Australia, and Japan. It also has under construction a new plant at San Leandro, California. The plant at Forrest City will be the company's 15th operating plant.

Yale & Towne was founded in 1868. Progressively, it has diversified its lines so that it now manufactures fork lift trucks and other materials handling vehicles, chain and electric hoists, builders' hardware, locks, door closers and industrial component hardware, and powdered metal products.

Gilbert W. Chapman is president of the company.

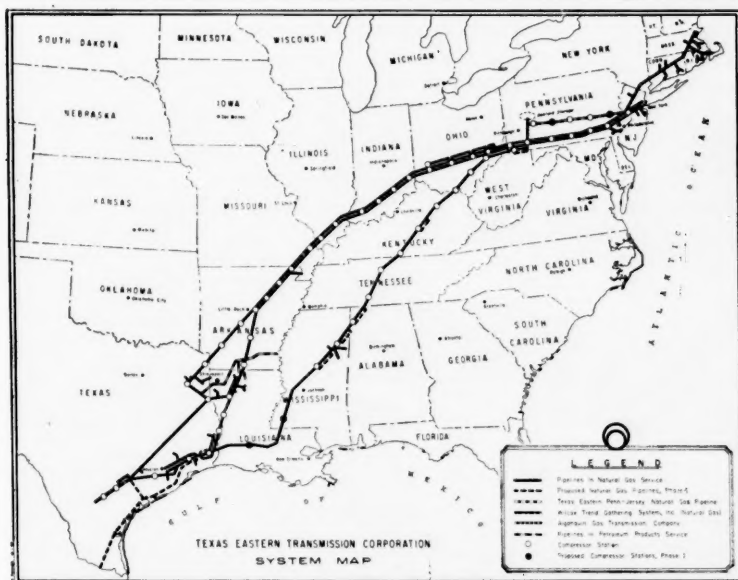
TEXAS EASTERN GETS EXPANSION NOD FROM FPC

SHREVEPORT. Texas Eastern Transmission Corporation has received Federal Power Commission authorization for an \$82.7 million expansion project involving the importation of substantial quantities of natural gas from Mexico, according to Orville S. Carpenter, president. Hearings began earlier this year on the second phase of Texas Eastern's expansion and diversification program which relates to re-conversion of a major segment of the Little Big Inch line to petroleum products service.

Completion of the phase just authorized will increase capacity of the company's natural gas transmission system by approximately 250,000 MCF per day with a large portion of the gas going to supply the increasing demands of present customers.

Carpenter said that Mexican gas will be available at the rate of 115 million cubic feet per day initially with the contract providing for this volume to be increased up to 200 million cubic feet per day as additional reserves in the fields covered by the contract are developed. Additional supplies of gas have been purchased along the route of a new 30-inch line which will extend from Beaumont to McAllen, Texas, on the Rio Grande and connect Texas Eastern's 5,700 mile pipeline network with a line being built by Mexican authorities to the international border.

Construction will start immediately, Carpenter said, on the authorized facilities. These include approximately 422 miles of 30-inch pipeline extending from McAllen, Texas, to Texas Eastern's Vidor, Texas, compressor station; approximately 45 miles of 24-inch pipe connecting Texas Eastern's existing line near Provident City, Texas, to the new line; pipeline loops totaling about 77 miles at various locations along the existing 30-inch system; approximately 147 miles of supply and sales laterals; new and additional compression facilities totaling 32,250 horsepower; and approximately 20 sales measuring and regulating stations. The project should be completed by the fall of 1957, he added.



At the same time the FPC granted authorization to Texas Eastern Penn-Jersey Transmission Corporation, a wholly-owned subsidiary of Texas Eastern, for the construction and lease to the parent company of new and additional compression facilities totaling approximately 33,300 horsepower, Carpenter stated.

The hearings scheduled to start on October 29 will relate to the company's proposal to remove a 1,168 mile segment of the Little Big Inch line from

natural gas service so that it may be converted to a common carrier of petroleum products. Prior to removal, Texas Eastern would construct additional facilities so that natural gas service could be maintained at current levels without the Little Big Inch line. The company proposes to offer petroleum products common carrier service along the route of the Little Big Inch between Beaumont, Texas and Moundsville, West Virginia, and to build lateral lines to some other points.

Schlitz Sets Tampa Brewery At \$20 Million

TAMPA. Plans are going ahead here for construction of a new brewery, to cost some \$20 million, by the Jos. Schlitz Brewing Company of Milwaukee.

The plant will be on a 55-acre site in the new Henderson Field industrial development area at Tampa. It will have a production capacity of a million barrels of beer annually.

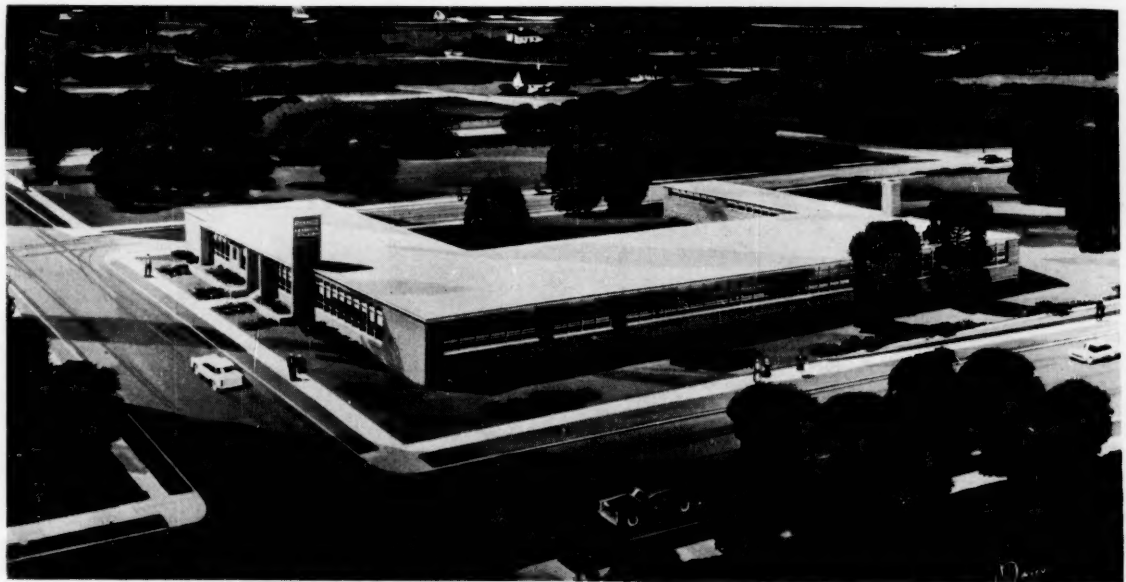
Erwin C. Uihlein, president of the company, said the new Florida brewery will be the fifth plant in the far-flung Schlitz operations. It also will be the fourth brewery built or acquired by Schlitz in a \$100 million postwar expansion program.

The company was founded in 1849 by a German immigrant named August Krug. Following his death in 1856, his wife married Jos. Schlitz, the organization's bookkeeper, and the Schlitz name was taken on in 1874.

The current president, who assumed his position in 1933, is a descendant of the founder.



Schlitz's proposed ultra-modern \$20 million brewery which will be constructed at Tampa, will have a production capacity of approximately one million barrels a year. The Tampa plant will represent the fifth facility in Schlitz's operations.



The new building now under construction for Pemco Research Division will have three times the floor space of its present Research and Development Laboratories. It is expected that the new structure will be ready for occupancy in the summer.

NEW RESEARCH LABORATORIES

Pemco Triples Baltimore Space In Project Now Being Built

BALTIMORE. Construction of a new building that will have three times the floor space of its present Research and Development Laboratories was begun this fall for Pemco Corporation, Baltimore, Md.

The one-story building, designed by the architectural firm of Lucius White, Edward White and Associates, is located just east of the main plant. Floor space will encompass 22,000 square feet, and the building has been designed so that new wings can be extended when further enlarging is needed. In addition to numerous laboratories, the building will have offices, conference rooms, a large library and will be air-conditioned.

"This expansion is in line with the expanded production of our plant and increased demands on our facilities and personnel," said Dr. George Spencer-Strong, Vice President and Director of Research for Pemco. "The total investment in personnel, equipment and building will represent over half a million dollars and will help us develop the

new ceramic coating materials today that tomorrow will protect and enhance metal, clay and glass products used in the home and by industry."

The Pemco Research Division has been located close to the downtown area since 1947, when it outgrew the space it had at the main plant and land adjacent was not available. The present staff will remain there until the new building is ready for occupancy next summer.

Pemco's production has expanded considerably since the end of World War II. Porcelain enamel needs of companies making major appliances, builders erecting skyscrapers of enameled curtain-wall panels, and other users brought calls for a greater volume of porcelain enamel frit from the Baltimore company. Pemco also has increased its volume of glaze frits for use by makers of artware, dinnerware, and tile. In May, 1956, the Pottery Arts Division, which produced clays, glazes and colors for hobbyists, was sold so Pemco could concentrate its efforts on

producing ceramic coating materials for industry exclusively. In the last decade the number of continuous smelters has been doubled, and during the past summer a new hopper car unloading system was installed to greatly speed handling of raw materials.

Thompson Test Unit Started

CLEVELAND. Construction of a new \$10 million test facility for the Accessories Division of Thompson Products, Inc., has started on a 1000-acre site near Roanoke, Va., it was announced recently.

The new engineering and development center, to be used for testing fuel systems and auxiliary power systems for rockets and missiles, is scheduled for gradual construction over a five year period, according to group vice president E. P. Riley and division manager P. T. Angell.

"This will be an independent research and development center where the Accessories Division will carry out programs now in progress and planned in these fields of vital importance to the development of systems to be incorporated in the missiles and aircraft of tomorrow," Mr. Angell said.

The project, scheduled for completion in 1961, will consist of some 14

EXPANSION



Pierce Angell, Manager of the Accessories Division, announces new \$10 million test facility.

buildings, including test cell structures, on a 1000-acre wooded tract in the hilly countryside approximately four miles north of Rockymount and 17 miles south of Roanoke.

The site was described as nearly ideal for the center, providing individual isolation for various test units, adequate water and electric power, yet with convenient air, rail and highway facilities.

Proximity of fine technical schools located within a fairly close area was a factor in the selection of the site, said Mr. Angell. Another factor was the splendid cooperation of the people of Rockymount and Roanoke. The Chamber of Commerce of Rockymount Franklin County, and Roanoke, the Retail Merchants Association of Rockymount and representatives of the Appalachian Electric Power Company and the Norfolk & Western Railway have all been most helpful.

Employment will consist of scientific, engineering and technical personnel, amounting to less than 100 when initial operations get underway in 1957, and increasing gradually to approximately 500 in 1961.

Mr. Angell said that the operation will be for testing and will be used to support the division's activities at Thompson's Tapco plant in Cleveland.

Thompson Products, with headquarters in Cleveland and plants in 15 cities in the United States and Canada, is a principal producer of components and accessories for the aircraft, automotive and electronics markets.

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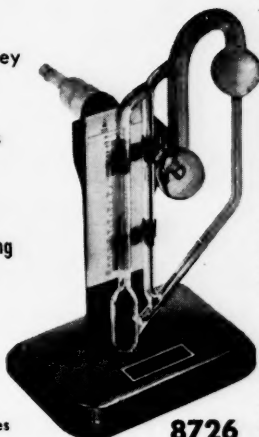
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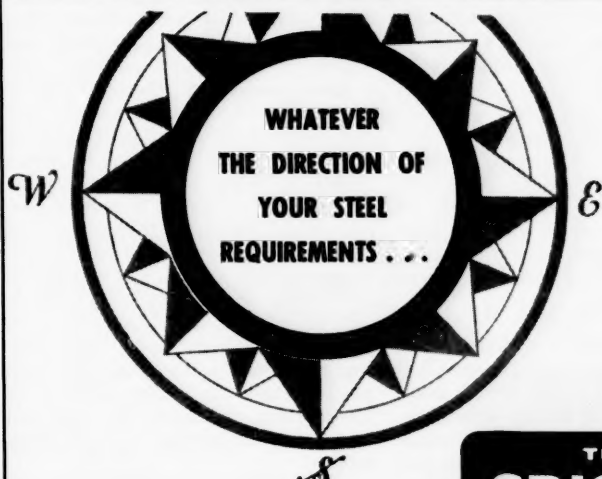


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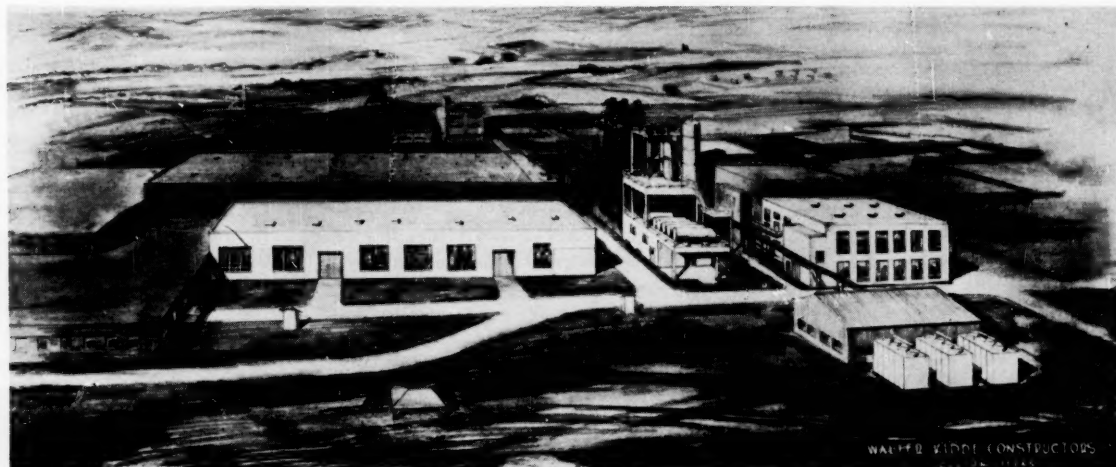


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American Synthetic Rubber Company is building at Louisville, Kentucky, a \$3 million addition to its plant there. The expansion will increase the Company's facilities in Louisville by fifty percent. The newest equipment for production of synthetic rubber is being included in the construction program.

SYNTHETIC RUBBER FIRM BUILDING AT LOUISVILLE

LOUISVILLE, KY. Construction is under way on a \$3,000,000 addition to American Synthetic Rubber Company's Louisville, Kentucky, manufacturing plant, it was announced here by Bancroft Henderson, president.

Designed, engineered, and constructed by the Southwest Division, Walter Kidde Constructors, Inc., engineers and builders of New York and Houston, the addition will increase existing facilities at the Louisville plant by 50 per cent. Completion is forecast for January, 1957.

Three major structures constitute the expansion project: a 10,500 sq. ft. reactor building, a three-story recovery building, totaling 8,000 sq. ft., and a 12,900 square foot finishing building. The reactor building will contain twelve new reactors for processing cold rubber, three blow-down tanks and an off-grade latex tank, together with necessary charging equipment and additive facilities. Included in the current project is reconversion of eight existing cold process reactors to hot process. In the finishing building, three 40,000-gallon tanks will be provided for blending latex.

The latest innovations in synthetic rubber production are being designed into the plant addition, consistent

with maintaining production schedules while construction is under way. New controls will be comprehensive and piping arranged for flexibility.

Both reactor and finishing buildings are constructed of structural steel framing enclosed with corrugated asbestos siding; the roof is a gypsum plank deck with 20-year built-up roofing. Because butadiene vapor is heavier than air, ventilation of the reactor building is thorough: Louvers will be installed below windows at both first and second floor levels. On the first floor, fresh air will be brought into louvers and exhausted through the back of the building. Roof fans on the second floor will provide fresh air intake, while pressure build-up will sweep the floor and force air out through second story louvers.

Ground floor of the recovery building, where latex is prepared for finishing, is enclosed in corrugated asbestos siding. Second and third floors of the reinforced structure are open process installation. Roof decks are concrete slabs with built-up roofing.

Two 25,000-pound an hour package boilers will be added to provide steam at 175 pound pressure for the new facilities. Extension of the boiler house to contain the new units will be of brick

masonry to window level with corrugated asbestos siding above. The roof deck is "Holorib" steel, finished with 20-year built-up roofing. Building is a structural steel frame.

Two new 30,000-gallon butadiene blend tanks, together with a new purification system, transfer pumps and other facilities will be installed in the tank farm. Tanks will be provided with a deluge type fire protection system.

Ammonia cooling facilities will be increased by the addition of three evaporate ammonia condensers, plus a new liquid ammonia receiver and other required facilities.

Additional plant units will require replacement of the main 13.8-kv electrical feeder and a new substation and motor control center in the finishing building.

The entire plant will be protected by a sprinkler system. An emergency lighting system is also being installed.

Instruments Facility Dedicated in Houston

HOUSTON. Houston Technical Laboratories, Instrumentation subsidiary of Texas Instruments Incorporated, formally dedicated its new plant with Open House ceremonies recently. This plant is larger than the entire Texas Instruments Company of ten years ago. The \$40 million sales volume predicted for this year represents a fifteen-fold growth in ten years.

Atlantic Research To Break Ground For Million-Dollar Unit in Virginia

ALEXANDRIA, VA. Atlantic Research Corporation has announced that construction of a new modern million-dollar offices and research laboratories will be initiated early in 1957.

According to Dr. Arch C. Scurlock, President of Atlantic Research, the new facilities will be housed in one building situated on a prominent hill facing the Shirley Highway. The building will also house the company's administrative and scientific research personnel—which currently totals 175. Occupying 60,000 square feet, the structure will be of a one-story functional design located in over 40 acres of park-like setting including a lake. The suburban "campus laboratory" setting is characteristic of many new industrial research centers.

Located less than eight miles from Washington, the tract will provide room for further expansion; the site is des-

tined to become permanent headquarters for the company.

Dr. Arthur W. Sloan, Executive Vice President of Atlantic Research, stated

that the new facilities will include small-scale laboratory installations, provision for acoustic instrument development and manufacture, and provision for design groups and offices for technical personnel. Present plans call for the building to be occupied by 1958. Planning and construction of the facilities will be supervised by G. T. Halpin, Operations Manager at Atlantic Research. The company is expected to maintain its other installations in Alexandria and Gainesville, Va.

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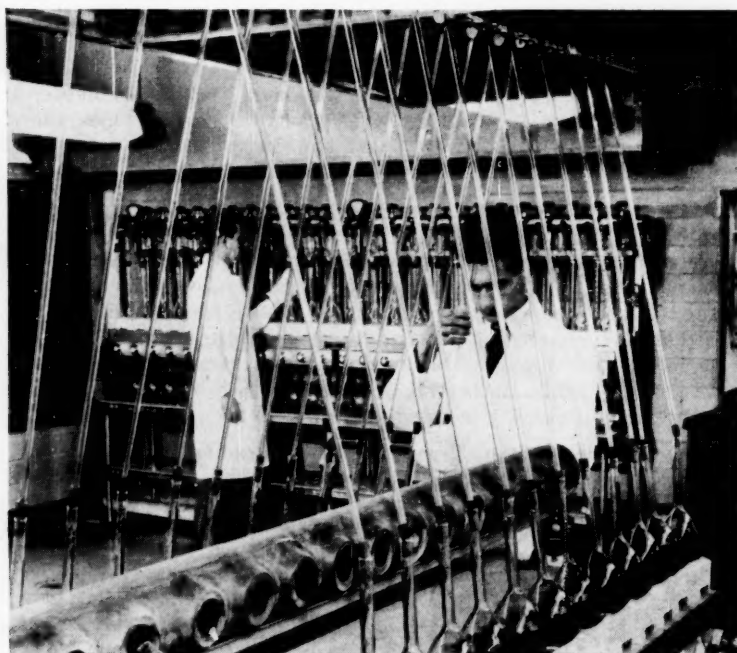
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VIENER METALS



Shown are the laboratory facilities in the new office, plant, warehouse and laboratory building of Stein Hall & Company, Inc., at Charlotte, North Carolina. Two modern, fully equipped laboratories are located in the new unit—the Southern textile laboratory and the resin laboratory. The former is responsible for development of new textile products and offers general technical assistance to textile mills in the South. The latter engages in research on Stein Hall resins for the textile, paper, adhesive and other industries.



This section of P. Lorillard Company's research center at its new Greensboro, N. C. plant, plays a vital part in leaf analysis research. The plant contains a network of Kjeldahl flasks used in determining nicotine and nitrogen content of various grades and types of tobaccos.

General Electric Opens Atlanta Service Center

ATLANTA. An ultra-modern, 23,000 sq. ft. service center and office building has been opened today by the General Electric Company at 1777 Ellsworth Industrial Blvd., NW.

The \$100,000 structure is the new district headquarters for G.E.'s Housewares and Radio Receiver Division, serving Georgia, Florida, Alabama, North and South Carolina, Tennessee, Kentucky, Mississippi, and Indiana. In addition, independent service stations are maintained in each of the nine states.

E. Gordon Goodloe, district appliance service manager, said the new facility employing 20 persons, will service all G-E small appliances, radios and clocks and stock parts for both wholesale and retail sale.

District sales personnel for the Housewares and Radio Receiver Division also has offices in the new building.



Manufacturers record

THE INDUSTRIAL SOUTH AND SOUTHWEST

- - - first in the South
since 1882 - - -

- - - takes pleasure in announcing a new
editorial program based on extensive original
research. To all who serve the region, the
significant new project offers - - -

13 opportunities to **SELL**



1 **january** **metals**
iron and steel angles, rods, bars, structural shapes, sheets, plates, tube, wire, pipe . . . stainless steel . . . alloy steel . . . copper and brass . . . iron and steel foundry products . . . aluminum . . . magnesium . . . lead . . . titanium . . . tin . . . zinc . . . rare metals, including gold, silver, platinum.

2 **february** **industrial air conditioning**
all types of equipment for industrial air conditioning, ventilation, dust control and pollution abatement . . . filters . . . humidifiers . . . dehumidifiers . . . cooling and heating equipment . . . dust collectors . . . cyclones . . . precipitators . . . exhausters . . . washers . . . roof ventilation . . . ducts . . . exchangers . . . chemical purifiers . . . heavy air systems . . . temperature controls.

3 **march** **transportation and travel**
rail, motor, air, and water freight lines . . . warehouse and terminal services . . . freight forwarders . . . moving, packing, and storage . . . hotels and convention facilities . . . auto rentals . . . auto fleet sales . . . trucks and trailers . . . bill of lading service . . . credit cards.

4 **april** **protective coatings**
paints . . . varnishes . . . lacquers . . . shellac . . . wood preserving . . . waterproofing . . . machine finishes . . . insulations . . . porcelain enamel . . . galvanizing . . . roof coatings . . . asphalt . . . tar . . . putty . . . wood fillers . . . enamels . . . linseed oil . . . turpentine . . . sizing.

5 **may** **contract manufacturing**
metal fabricating, welding, stamping, forging . . . machine shop services . . . boiler shop products . . . tanks . . . screw machine operations . . . plastics molding and injection . . . electrical and electronic subassemblies . . . sheet metal work . . . tool and die work . . . repair and modification services.

6 **june** **plant machinery and equipment**
materials handling systems, conveyors, loaders, elevators, trucks, hoists, cranes, pallets . . . machine tools . . . hand tools . . . power transmission . . . lubricating systems . . . electric motors . . . engines . . . scales . . . pumps . . . gears . . . valves . . . air compressors . . . batteries . . . firebrick . . . furnaces and ovens . . . hydraulic equipment.

Advance Information! The RECORD will be given special editorial attention. A separate section will be set aside for the RECORD'S editorial and advertising activities as well as growth possibilities in the RECORD'S normal coverage of the 15-state region it serves.

This "inside information" is of great value to advertisers in making the most effective use of the year.

THE SOUTH'S MOST INFLUENTIAL PUBLICATION
THE MANUFACTURERS RECORD enjoys a wide circulation of any type anywhere in the South, weekly or monthly, without missing a week. It has served its readers through several decades, and through a score of lesser publications, and through a score of lesser publications. While dozens of other publications have come and gone, the RECORD has stood firm, quietly rendering a vital service to its readers. Its circulation has been listed by the circulation bureau for 40 years.

Not only does the RECORD have the largest audience in the South, it is also the most influential. No other publication since they reported for the RECORD recently that his first assignment was to place each new issue of the RECORD in the hands of its readers.

Of significance is the fact that the total circulation of the RECORD during the past year. The RECORD'S audience has grown substantially in both quantity and quality. The most recent circulation audit revealed that the RECORD is read by more than 12,500 copies. The largest single group of readers are manufacturing plants. Other influential groups are construction firms, financial institutions, research organizations, and government agencies.

But it is the plant managers who are of greatest interest to the RECORD. They reach 7,361 manufacturers as follows:

19. Ordnance and accessories
20. Food and kindred products
21. Tobacco manufacturers
22. Textile mill products
23. Apparel and other finished products
24. Lumber and wood products
25. Furniture and fixtures
26. Paper and allied products
27. Printing, publishing and allied industries
28. Chemicals and allied products
29. Products of petroleum and coal
30. Rubber products
31. Leather and leather products
32. Stone, clay and glass products
33. Primary metal industries
34. Fabricated metal products
35. Machinery (except electrical)
36. Electrical machinery, equipment and supplies
37. Transportation equipment
38. Professional, scientific and controlling
39. Miscellaneous manufacturing industries

It is also significant that the manager of a plant located in the South is automatically added to the RECORD'S directory. Thus, the RECORD is utilized by industrial activities in the region and, consequently, is of great value to its readers.

the SOUTH

The accompanying outline lists subjects to be covered in MANUFACTURERS' RECORD. For detailed coverage of each topic, our research staff will survey existing accessible sources. Each report will be in addition to the RECORD's coverage of industrial progress in the booming South.

The RECORD is available to assist readers and to make effective use of the RECORD through-

ST INDUSTRIAL AUDIENCE!

The RECORD enjoys a background which can be matched by no other publication in the South. The magazine has appeared since 1914, continuously for some 74 years, through major wars, through panics and depressions.

Over the years, the RECORD has been dropped by the wayside, the RECORD has been a vital force to the region. Today many of its departments for periods ranging from 25 years.

The RECORD has the most loyal readership in the region, but it is not the only industrial leaders of today have read the RECORD. One prominent industrialist has been in his company 35 years ago and the RECORD on the desk of the company president. The RECORD's circulation has increased some 25 per cent in the last year, already potent, has been improved.

The RECORD's total average distribution of approximately 15,000 copies a month is made up of managers of manufacturing executives of public utilities, communications, research organizations, and government agencies. Altogether the RECORD has the following:

.....	15
.....	438
.....	49
.....	525
.....	226
.....	235
.....	227
.....	271
.....	190
.....	1,879
.....	313
.....	88
.....	41
.....	424
.....	1,060
.....	271
.....	498
.....	376
.....	151
.....	35
.....	49

The RECORD has an important new manufacturing plant which has added to the RECORD mailing list for an introductory newcomers to acquaint themselves specifically, with potential suppliers.

july

containers, including boxes, cartons, jars, bottles, cans, crates, drums, hampers, baskets, squeeze bottles, aerosols, tubes, bags . . . protective wrappings . . . packaging machinery for filling, counting, sealing, and labeling . . . materials, including paper, cellophane, corrugated board, foil . . . labels, seals, and tags . . . package design.

packaging

august

safety and insurance

plant protection equipment including fire alarms, sprinkler systems, extinguishers, showers and curtains . . . safety clothing, shoes, glasses, shields, gloves and aprons . . . first aid and medical supplies . . . security systems, fencing, identification badges . . . insurance, group hospitalization, retirement, workman's compensation, health and accident, fire and theft, shipping, liability.

september

industrial chemicals

acids . . . fine chemicals . . . boiler compounds . . . dyes and intermediates . . . pine oil . . . coal by-products . . . lime . . . colors . . . alkalies . . . adsorbents . . . chlorine . . . bleaches . . . fish oil . . . essential oils . . . alcohol . . . extenders . . . water softeners . . . resins . . . catalysts . . . tung oil . . . cellulose . . . fuller's earth . . . reagents . . . adhesives . . . textile specialties.

october

office systems and equipment

business systems, filing, accounting, duplicating, reporting, communication, recording, employee testing, incentive plans, mailing, statistical data handling . . . office equipment, furniture, filing accessories . . . machines, adding, calculating, bookkeeping, typewriters . . . interior decoration, rugs, drapery . . . supplies, paper, labels, envelopes, file folders, carbon paper.

november

industrial textiles

work clothes . . . uniforms . . . special application clothing: acid resistant, fire, and heat resistant, leather . . . rope, cable, twine, cordage . . . fabric belts . . . webbing . . . insulating felts . . . rubberized fabrics . . . upholstery fillings . . . gasket materials . . . waste . . . wiping cloths.

december

sanitation and maintenance

sweeping compounds, deodorants, disinfectants, soaps and detergents . . . cleaning equipment . . . brushes, mops, brooms, vacuum cleaners, waxers, scrubbers, specialty equipment . . . laundry services: uniforms, wiping cloths, covers . . . industrial cleaning services . . . degreasers . . . steam cleaners . . . floor resurfacing . . . polishes.



opportunity number 13



Annual "13th issue" of

MANUFACTURERS RECORD

each Spring combines the well-known

BLUE BOOK OF SOUTHERN PROGRESS

published annually since 1909

and the

SOUTHERN INDUSTRIAL DIRECTORY

introduced in 1952

For half a century the South has depended on the RECORD companion for authoritative data on industrial and economic activity. Recently, by including a directory of manufacturers and purchasing guide, the usefulness of the volume has been greatly enhanced.

Truly, this edition today is a "must" for every firm doing business in the region. It is a key to industrial planning, market research, buying and selling, and to economic understanding.

Now, another major addition is planned—henceforth, the BLUE BOOK-DIRECTORY edition will include a catalog section which will enable Southern industries to locate convenient sources of supply of a wide range of products.

If you want to sell the South, you should be included. Our representatives will be happy to give you further information.

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San Francisco - Washington - Atlanta

PROGRESS NOTES

► **COVINGTON, VA.** West Virginia Pulp and Paper Company announced the opening of a new technological research and development laboratory here recently. The new research center gives the company a research network of eight installations.

► **ATLANTA.** A charter has been issued to the Georgia Development Enterprises, a new corporation that has been formed by a group of Georgia businessmen for the development of commercial, industrial and residential sites, the purchase of investment real estate, and to work closely with industries coming into the State. The group plans to work harmoniously with contractors and other businesses of a similar nature.

► **NORFOLK.** Foreign commerce tonnage figures for the Ports of Virginia climbed 53.1 percent during the first six months of 1956 compared with the same period in 1955, according to the Virginia State Ports Authority.

► **RICHMOND.** Reynolds Metals Company recently invited 5,000 professional and business leaders throughout the country to ceremonies paying tribute to new developments in the architectural field. The ceremonies consisted of banquets held simultaneously in sixteen cities and a closed circuit television spectacular emanating from New York. The sixteen cities that were included in the television broadcast were: New York, Philadelphia, Washington, D. C., Detroit, Chicago, Cleveland, St. Louis, Kansas City, Minneapolis, Portland, San Francisco, Los Angeles, Houston, Dallas, Atlanta and Miami.

► **MARIETTA, GA.** The newly-elected president of the National Management Association, Theodore I. Renshaw of Lockheed Aircraft Corporation, says the evolution of foremen as bonafide members of management has reached its peak momentum in industry. He added that foremen by the thousands this year will be upgraded to departmental manager status with greatly increased management authority and prerogatives.

► **TAMPA.** Creation of an International trade mart in Tampa, Florida, is the "only solution" to the problem of developing foreign commerce in Tampa, Honduran Consul Jose Duron said recently. He said that a permanent meeting place for buyers and sellers could be set up about as elab-

orate as the \$70 million trade center contemplated for Miami. Duron also said such a center should be paid for by the state, but Latin American nations should be invited to participate in building it.

► **JACKSONVILLE.** A new \$1 million Greyhound Terminal in Jacksonville was dedicated recently by Mayor Hayden Burns and Arthur S. Genet, President of the Greyhound Corporation.

► **BIRMINGHAM.** Rust Engineering Company, founded in Birmingham in 1905, moved into their new location in the city on October 5. This building has one of the largest drawing rooms in the South devoted entirely to industrial work.

► **NASHVILLE.** The world's largest glass manufacturing plant being built here by Ford Motor Company will start melting glass by the year's end, and full production is scheduled for spring or early summer. This first announcement of a completion date was made early in the fall by R. C. Hoffman, industrial relations manager, in connection with the hiring of the first hourly-paid worker. The 1,000,000-square-foot plant, which represents an investment reportedly about \$60 million, will turn out strips of safety glass for autos and trucks.

► **SHREVEPORT.** Installation of a \$160,000 stress-relieving furnace has been completed at the J. B. Beaird Company here. Beaird is a manufacturer of heavy steel products, and the addition of the huge furnace will enable the company to diversify its product market while increasing the strength and quality of its current production.

► **ATLANTA.** Hamilton Rubber Manufacturing Corporation, Trenton, N. J. has completed new warehousing facilities for its South-Atlantic sales territory. The warehouse, located in Atlanta, will make possible one-day delivery of the company's rubber products in a six-state area.

► **NORFOLK.** The Seaboard Air Line Railroad has placed orders for 2,400 new freight cars at a cost of approximately \$19.7 million. Five railroad car-building companies will divide the order in this manner: 700 70-ton coal hoppers, the Pullman-Standard Car Manufacturing Company, Butler, Pa.; 200 70-ton high-side gondolas, the Mago Car Corporation, Clifton, N. J.; 700 50-ton low-side gondolas, the Bethlehem Steel Company, Johnstown, Pa.; 300 pulpwood cars,

the Greenville Steel Car Company, Greenville, Pa., and 500 covered cement cars, the American Car and Foundry Company, a division of ACF Industries, at Berwick, Pa. Deliveries are scheduled to commence in June of 1957 and be completed by the following November.

New Orleans Meeting To Spotlight Cottonseed

NEW ORLEANS. "A Changing Industry and Its Problems" will be the theme of the sixth annual Cottonseed Processing Clinic, to be held at the Southern Utilization Research Branch of the Agricultural Research Service, USDA, in New Orleans, La., February 4-5, 1957.

The Southern Utilization Research Branch and the Valley Oilseed Processors' Association are joint sponsors of the conference. Robert F. Patterson, president of the association, and C. H. Fisher, chief of the southern branch, announced the clinic and invited all persons interested in cottonseed processing to participate in the industry-research discussions at this working conference.

The first session will be devoted to progress reports on the utilization of linters, including a report on making the best use of linters standards, and on development of improved seed cleaning equipment, and a panel discussion of linters.

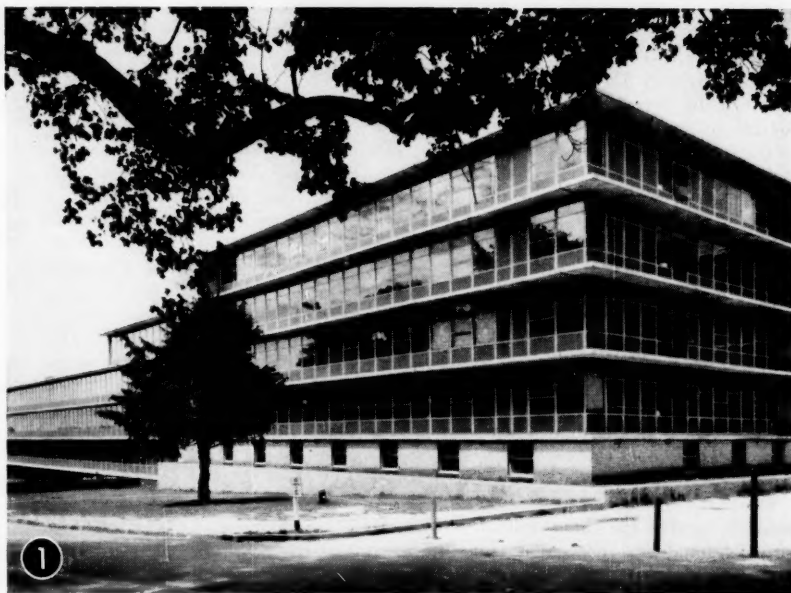
Subjects for the afternoon include new crops and crop shifts, research needs, high protein meal, and a panel discussion of industry trends and research needs.



The South builds better with Steel

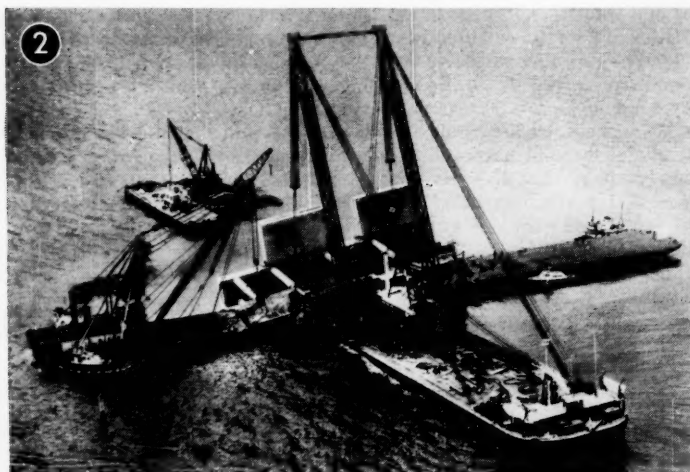
1

BEAUTIFUL EXTERIOR PLUS INTERIOR "EXTRAS"—The decorative and insulating advantages of porcelain-enameled steel panels make them the ideal curtain-wall material for southern buildings. No other type of curtain wall offers you such rich colors. In addition, their thinness gives you more usable space inside your building. The smooth, bright surface reflects radiant heat for greater summertime comfort while lowering the air-conditioning load.



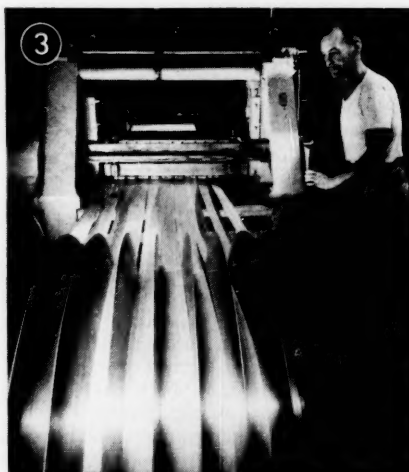
2

NINE MILES OF WIRE ROPE was required to rig this derrick which is lifting 800 tons of dead weight—an all-time world record—as it rights a 3,000-ton drilling barge which capsized in the Gulf of Mexico. The gigantic derrick, 240 feet high, is stationed on the stern of a barge, 90 x 300 feet, and is supported by cables going to the two hoists on the front end of the barge.



3

SLIT IT YOURSELF. In this customer's plant, USS Galvanized Steel Sheets are being slit into strips which in turn will be formed into moulding channels. A tight coating of zinc makes them highly resistant to flaking.



USS STEEL PRODUCTS MADE OR DISTRIBUTED BY T.C.I. INCLUDE:

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- Structural shapes, plates, bars, small shapes, agricultural shapes, tool steel, strip, floor plate, cotton ties.
- Tin mill products.
- Steel sheet piling and H-bearing piles, bridge flooring.
- Concrete reinforcing bars, reinforcing mesh.
- Electric welded reinforcing fabric.
- Black, galvanized and special finish sheets.
- Rails, track accessories, wheels, axles, forgings.
- Wire and wire products, including woven wire fencing, barbed wire, bale ties, nails.
- Tiger Brand wire rope and strand.
- Tiger Brand electrical wire and cable.
- High Tensile wire and High Strength reinforcing strand.
- USS High Strength Steels and USS Abrasion-Resisting Steels.
- USS Stainless Steel.
- Ground Open Hearth Basic Slag.

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UNITED STATES STEEL EXPORT COMPANY, NEW YORK



UNITED STATES STEEL

NEW PLANT REPORTS

New Plant Summary

The following is a summary of major industrial plants reported to the RECORD during the month of September, 1956. This information has been checked with the Southern Association of Science and Industry and various state development agencies.

Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ARKANSAS

Fayetteville—Standard Register Co. (Dayton I. Ohio, M. A. Spayd, Pres.), marginally punched continuous forms and zipsets. Operation est. to begin mid-1957. \$1 million. (D).

Lepanto—Men's Wear of America, trousers. (D).

Searcy—Clary Co., Inc., office machinery. (D).

Sheridan—Wilson Flooring Co., hardwood flooring. (D).

FLORIDA

Cocoa—Bell Telephone Laboratories, research and development. In operation November, 1956. (B).

Ft. Lauderdale—American Air Products Corp., thermos bottles, respirator equip't. In operation October, 1956. (B).

Hialeah—Amertec Association, store fixtures. (B).

Hialeah—Dade Quality Sink Top Co., cabinets. (B).

Hialeah—Gilbert Murray, Inc., women's apparel. (B).

Hialeah—Royal Kitchen Cabinets, kitchen cabinets. (B).

Hollywood—Ponce Products, Inc., cement. Operation est. to begin December, 1956. (B).

Merritt Island—Morrison & Sons, Inc., Frank W. Morrison, Pres., venetian blinds. In operation. (B).

Miami—Cook Electric Co., Frank Hanway, Pres., electrical and electronic research and development. In operation November, 1956. (B).

Miami—Regaline Mfg. Co., furniture. (B).

Miami—Sun Casuals, Inc., men's apparel. (B).

Miami—Williamson & Joseph, Frank Williamson, Pres., dresses and coats. In operation November, 1956. (B).

Naples area—Industrial Limerock, Inc., Edwin E. Wheeler, Pres., agricultural limestone and aggregate. In operation November, 1956. (B).

Ocala—Pacemaker Corp., Morton Levitt, Pres., house trailers. (C).

Orlando—Lawco Products, Arthur Henson, Pres., plumbing fixtures, helicopters. In operation. (B).

Pompano Beach—Asphalt Material Co., Inc., asphalt. In operation. (B).

Pompano Beach area—Chris Craft Corp., boats. Operation est. to begin early 1957. (D).

Pompano Beach—Fleetwood Corp., John McGee, Pres., screen television sets. (B).

Pompano Beach—Remmert-Werner, Inc., aircraft conversions. In operation. (B).

St. Petersburg area—Allied Products Corp., Al Fedlman, Pres., metal windows and other construction items. Under construction. \$600,000. (B).

GEORGIA

Albany—Gravelly Tractor Co. (Dunbar, West Va., D. Ray Hill, Pres.), tractors and equipment. Operation to begin late 1956. (C).

Alpharetta—Lenmar Slack Co., apparel. \$70,000. (B).

Americus—Mott Body Works. Under construction. Truck bodies. (B).

Atlanta—Southern Door Lite Co., fabricated louvers, door lights. (B).

Cleveland—Cleveland Garment Mfg. Co., Inc., Aaron Penick, Pres., apparel. (B).

Conyers—Lithonia Lighting Products Co., fluorescent fixtures. (C).

Monroe—Chamberlain Corp. (Waterloo, Iowa, N. L. Etting, Pres.), metal products. (C).

Scottdale—R. R. Horne & Co., switchboards. \$85,000. (B).

December, 1956

27

Will

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Recognizing the growing importance of chromatography for the research investigator, pharmaceutical laboratory and the chemical industry, Will has pioneered in the accumulation of complete chromatography supplies.

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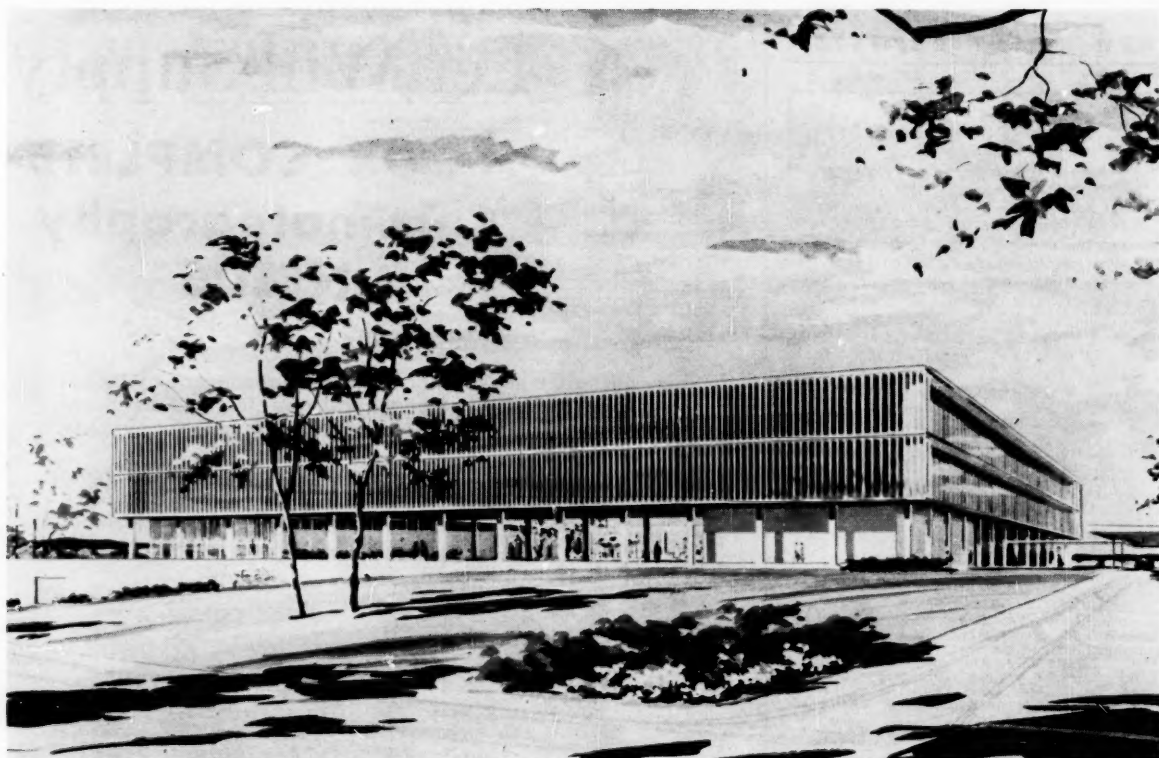
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NEW PLANT REPORTS

dry cleaning and laundry items.

Fort Worth—Aztec Mfg. Co., 2901 West Pafford, oil well pumping units, \$150,000. (B).

Fort Worth—Metro Machine Co., 3000 Chesser Boyer Rd., Henry Salem, Pres., aircraft machine parts. In operation. (B).

Houston—Gee Mfg. Co., Ltd., 1201 Congress, metal furniture brackets. In operation. (B).

Houston—Pulaski Iron & Metal Corp., 6020 Esperson St., Jerome Robinson, Pres. \$200,000. (B).

Houston—Sonneborn Bros., Inc., 1315 Palmer, Walter R. Kaye, Mgr., concrete admixtures.

La Porte—Tenn. Products Pipe Line Co. (P. O. Box 2511, Houston 1). Construction began 1956.

Longview—Anvil Products, Inc. (Subs. Pittsburg Pipe and Coupling Co., Alliston Park, Pa., James R. McIlroy, Vice Pres.), pipe couplings. (B).

Longview—Cookie Corp. of the Southwest (Swanson Cookie Co., Battle Creek, Mich.), cookies. (B).

McLean—Form-o-uth Brassiere Co. (Gardena, Calif., Calvin Fraser, Pres.) Operation est. to begin early 1957.

Midland—Magnolia Petroleum Co. (Magnolia Bldg., Dallas 21).

Mineola—L & M Mfg. Co., Inc., Johnson St. (Dallas, Tex.). In operation. (B).

Mt. Pleasant—NeTex Poultry Processing Plant, Inc., poultry processing, \$100,000. Construction to begin late 1956.

Odessa—F. M. Reeves & Sons, Inc., Thomas C. Davis, Mgr., limestone crushing. In operation 1956.

Palestine—Tex-Toy, Inc., Bill Lattimore, Pres., wooden toys.

Rosenberg—Gulf States Tube Corp., tubing, \$1 million.

Saginaw—Bessemer Forging Co. of Texas, Hicks Field, Stephen Ollick, Pres., aluminum aircraft parts. In operation. (B).

Sherman—International Business Machine Corp. (Endicott, N. Y.), IBM punched cards. Operation est. to begin late 1957. \$1 million (C).

Slaton—Interstate Fixture and Supply Co., 218 Texas, wood products. In operation 1956.

VIRGINIA

Altavista—Virginia Label Co., labels. In operation 1956.

Bailey's Cross Roads—Continental Baking Co., bakery products. In operation. \$500,000.

Galax—Lineman Wood Finish Co., varnishes, stains. In operation late 1956.

Madison—Blue Bell, Inc. (350 5th Ave., New York City). \$115,000.

Portsmouth—Crust Pie Co., Inc., baked pies, \$100,000. Operation est. to begin early 1957. (B).

Rocky Mount—Thompson Products, Inc., missiles research and development. Operation to begin 1957. \$10 million. (C).

Somerset—Roanoke Webster Corp., bricks. In operation 1957. (B).

KENTUCKY

Covington—E. W. Kathman Co., paper products.

Covington—Riley Associates, toys.

Cynthiana—Blake and Johnson Co., Inc., head screws, wood screws, nuts, \$1 million. (C).

Eubank—Wyatt Chair Co., lawn and porch furniture.

LaGrange—American Mattress Machine Co., mattress machinery.

LaGrange—Heat 'N Eat, Inc., processed meat, \$200,000. (B).

Lexington—Marathon Metal Products, Inc., Lexington—Mengel Co., corrugated paper products. (C).

Liberty—Fry Products Co. (5765 Woodward, Detroit, Mich.), auto seat covers. (B).

Louisville—Dover Corp., gas vent pipes. (B).

Louisville—Fairlane Homes, prefabricated houses.

Louisville—Louisville Builders Supply, wall panels, roof trusses, \$225,000. (B).

Louisville—Louisville Screw Products Co., industrial fasteners.

Louisville—Newcomb-Griffin Co., industrial ovens, spray booths.

Louisville—A. E. Peterson Mfg. Co. (700 Allen St., Glendale, Calif.), baby carriages. \$160,000.

Louisville—Vulcan-Hart Mfg. Co., commercial dishwashing equip., \$210,000. (C).

Ludlow—W. W. Welch (Glenn Bldg., Cincinnati, Ohio), electric fans. (B).

Madisonville—Scintillonics, Inc., electronic ignition units.

Wickliffe—Kisslar and Gable, barrel heads.

LOUISIANA

Eunice—Rex Rice Co., Inc., Jack R. Smith, Vice Pres. Operation est. to begin July, 1957. \$80,000. (B).

Monroe—Ouachita Fertilizer and Chemical Co., liquid fertilizer. In operation. \$53,000.

MARYLAND

Baltimore—Minnich Machine Works, 1605 Ridgely St., C. E. Marsh, Pres., baling presses. In operation.

Towson—Airpax Marine Products Corp., 1030 York Rd. (Middle River, Md., Herbert A. Cook, Pres.), marine batteries, safety tools. In operation.

MISSISSIPPI

Carrollton—Milk Bottle Crate Co., crates. (C).

Fulton—General Shoe Corp. (111 7th Ave., N., Nashville, Tenn.), shoes, \$425,000. (D).

Greenville—Dazey Corp. (Wayne and Carter, St. Louis), kitchen utensils, \$1 million. (D).

Flowood—Mississippi Steel Corp., steel bars and rods, \$1.2 million. (C).

Magnolia—Movie-Star, Inc., lingerie, \$150,000. (C).

Raleigh—Raleigh Corp., apparel. (C).

NORTH CAROLINA

Burnsville—First Carpet Co. (New York, N.Y., Harold E. Wadely, Pres.), carpeting. Operation est. to begin late 1957. (D).

Catawba—Parkdale Hosiery Mills, men's hosiery. (B).

Charlotte—George A. Goulston Co., fibre lubricants.

Durham—Imperial Hosiery Mills, men's hosiery. (D).

Durham—Moseley Mfg. Co., patented hogsheds. (B).

Mt. Olive—Taylor Veneer and Plywood Co., plywood. (B).

Robbins—Colonial Poultry Co., poultry processing. (C).

Valdese—Crestline Furniture Co., upholstering furniture. (B).

West Jefferson—P. H. Hanes Knitting Co., shorts. (C).

Wilmington—Hanover Mills, Inc., seamless hosiery. (D).

SOUTH CAROLINA

Andrews—Orefractions, Inc., rutile, zircon. Bamberg—Bamberg Mfg. Co., clothing. (C).

Florence—Atlas Wire Co., wire.

Springfield—Springfield Garment Co., clothing. (C).

TENNESSEE

Chattanooga—Moccasin Bend Speed Bowl, Manufacturers Road, H. C. Kirk, Pres., playground and circus rides. Operation est. to begin late 1956.

Jefferson City—New Jersey Zinc Co., zinc concentrates. (B).

Nashville—General Adhesives Co., 6100 Centennial Blvd., Harold L. Goss, Vice Pres., industrial adhesives.

Nashville—Syncromatic Corp. (Watertown, Wisc.), K. F. Cline, Vice Pres., heating and air-conditioning units.

TEXAS

Angelton—E-Z Trailer Co., 1006 East Mulberry St., Sam Plummer, Partner, boats. In operation 1956.

Austin—Mathis Mfg. Co., 4th and Onion Sts., hoisting slings. In operation.

Brownsville—Texas Glass Corp., Port Road (Grandview, Texas), W. E. Hutton-Miller, Pres., plastic products.

Burnet—Highland Lakes Ready Mix Co., J. T. Sites, Mgr., ready mix concrete.

Carrizo Springs—Texas Calgary Co. (Abilene, Texas), petroleum, \$150,000. (B).

Dallas—Detelbach Insecticide Corp. of Texas, 2208 Irving Blvd., pest control products.

Dallas—Frozen-Rite Products, Inc., 1601 Good-Latimer Expressway, frozen foods. \$200,000.

Dallas—Jo Hardin Originals, Inc., 106 Main, children's clothing.

Dallas—Rubbermatic Gun Corp., 14030 Harry Hines, (Merchandise Mart, Dallas), toys.

Dallas—Sta-Neat Corp., 105 Blessing Bldg.,



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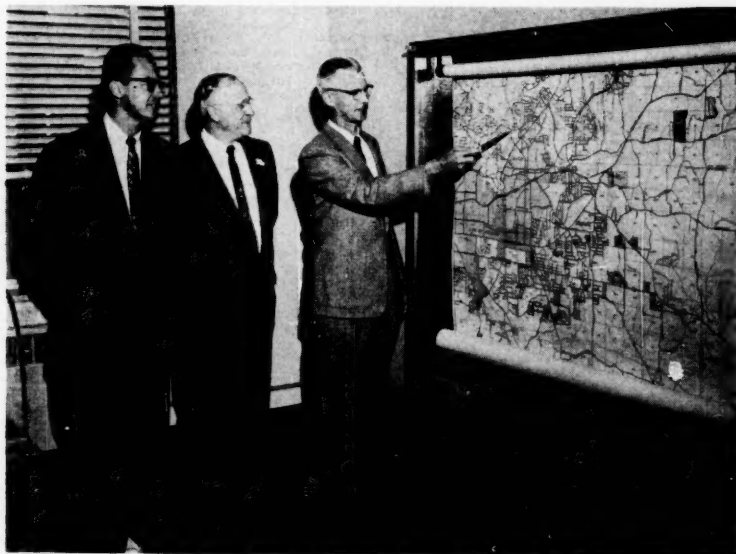


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Members of the progressive DeKalb County, Ga., planning team are pictured in a huddle with Commissioner Wheat Williams (center). The group is discussing available plant sites within the county. From left to right flanking Williams are Planning Consultant Harry Adley and Director of Planning Louis Cook.

LOCAL PLANNING BOARDS HELP FUTURE INDUSTRY

Far-sighted men are laying dynamic plans today
to insure better economic development tomorrow.

A significant progress sign on the Southern industrial scene today is the growing number of planning commissions that are beginning to function at the city level.

They are important to the would-be

southern industrialist because they are eliminating possible trouble spots of ten to twenty years hence, with imaginative, constructive planning now.

Many of the cases of residential encroachment that plague the factory

owner today will be but memories in years to come. Because of primary importance to the planning commissions is the apportionment of available land to industry of the future.

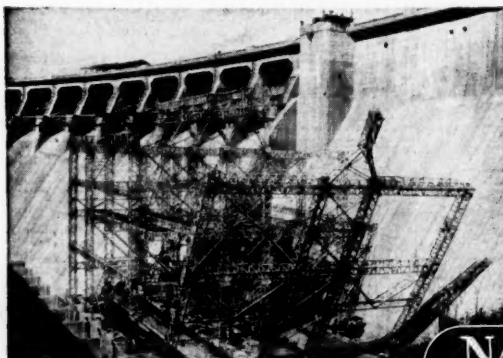
Two of the foremost groups working in this field are the Charleston County planning board in South Carolina, and the DeKalb County Planning Commission of Atlanta, Georgia.

Both these groups are trying to disprove the old rule that says growth must be accompanied by slums, crowded schools and parks, and more traffic congestion.

The philosophy of local community planning is similar to that of any large, efficient business concern. It consists first of taking stock of the present inventory—what the community has; then a formulation of community goals—what the community wants; and finally a program for achieving these goals. And, as in business, this procedure is best done not as a one-shot affair, but as a continuing program

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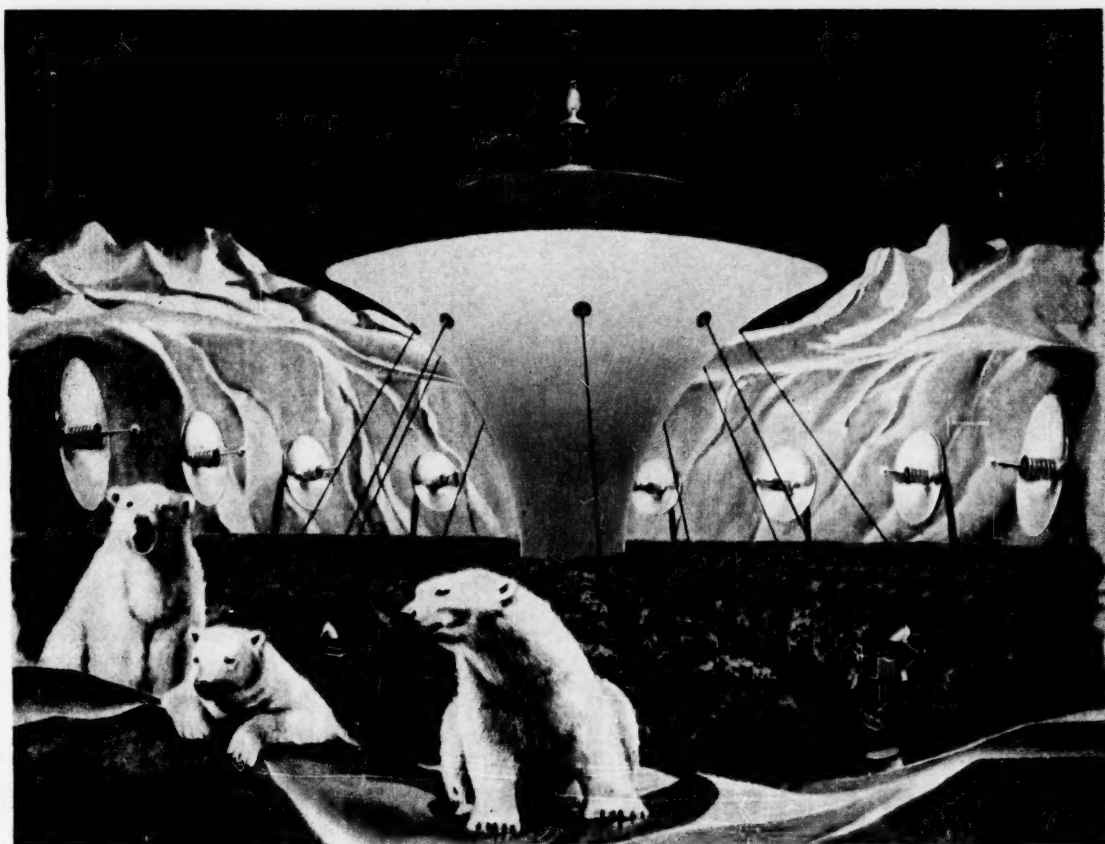


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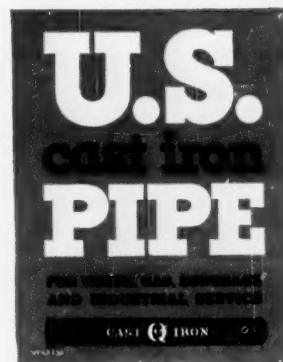
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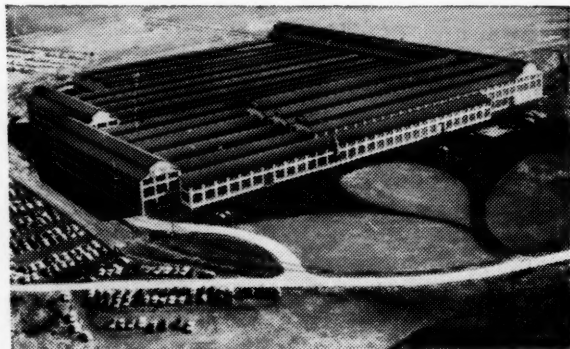


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- Buildings perfect for straight line production.
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Charleston County Engineer, Julian B. Weston (right), discusses problem of river crossings with W. C. Dutton Jr., Director of Planning.

of study, refinement, and re-appraisal.

Generally, the Planning Commissions are composed of numerous laymen from all walks of life. The members are purposely pulled from different economic and cultural strata in order to present the views of the entire area, rather than perhaps just the views of several "ivory tower philosophers."

The basic ingredient of the commissions is the Master plan. Care should be taken so that this plan will be comprehensive enough to include all the aspects of the local scene. It should also be far-sighted in scope.

Other properties of the master plan should be flexibility, broadness, and realism. Planning commissions should endeavor to keep their heads in the clouds and their feet on the ground. Their plans should be as imaginative as their budget will allow.

Planning commissions generally try to get as well rounded a representation of the county as possible. The group working on DeKalb County planning, for example, is headed by a publisher, and includes a manufacturer, a retail businessman, a lawyer, and a civil engineer. A professional planning firm of Jacksonville, Florida, is employed to help carry out the program. A somewhat similar situation exists in Charleston County. (Cont'd next page)

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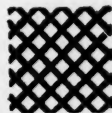
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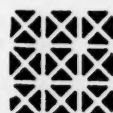
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The DeKalb County board has broken its program down into several different phases. So far the board has had under consideration studies on the county's economic situation in regard to future needs. The group also studied suggestions concerning a land-use survey. During this phase of the study, every lot in DeKalb County came under observation.

Shortly after completion of this phase, the Planning Commission held public hearings, at which time a zoning resolution and map was drawn up to protect both residential areas and industrial sites. The commission expects to complete a major street plan by the end of 1956.

Commissioner Wheat Williams has stated that the adoption of the Comprehensive Zoning Plan will mean a great deal for the individual property owner in DeKalb County.

His many years in the Real Estate field have given him an appreciation of the protective features offered by the Plan to the individual property owner, developer, and investor in real estate. The Commissioner has given great emphasis to the progress, development, and consummation of the Plan since its inception.

The Commissioner also states that the stabilization of property values, the economic stability of the tax structure, and the evaluation of property for tax purposes are all potent factors in the elements of strength offered by the adoption of the Comprehensive Plan.

Come the beginning of next year, the commission will launch into studies of the recreational facilities, school needs and utilities. These phases of the program are expected to continue through 1957. Sometime during 1958, the group plans to draw up a long-term capital budget for the county.

For the prospective site buyer, it may be emphasized that at least three major plans should be under consideration in the neighborhood in which he plans to settle.

First, a land-use plan is very important. After this, perhaps, comes a major street plan and a comprehensive zoning ordinance. Ten per cent of the communities in the United States today have conducted studies on these three phases of the planning program and, having done so, have classified themselves among the leading cities for industrial expansion in country. By all modern planning standards these three major steps have been classified as "musts."



Nashville industrialist Philip Kerrigan, Jr., poses in front of his handsome mantel. The motto in French on the coat-of-arms above him says, "I love my God, my King, and my Country."

'Integrity And Hard Work', Keys To Kerrigan's Success

A tall, blue-eyed Tennessean who turned a \$1700 investment into a \$10 million-a-year business in less than 20 years is convinced that hard work, integrity, stick-ability are the main ingredients in success.

What Philip Kerrigan, Jr., does not mention, of course, is his uncanny ability to make the right decision. Each step along; the way has opened the way for the next. He knows—instinctively, it seems—when to drop one operation and expand in new directions.

"In 1929 I was 25 years old, making \$150 a month at my job, and I knew

"I couldn't get ahead on that," Kerrigan, president of Kerrigan Iron Works in Nashville, Tenn., recalled his early adventures. "The Depression was just starting and I knew that I couldn't get a job that paid any more. I decided to go into business for myself."

He knew something about iron work, and he was interested in art and architecture. There was a building boom in the making in Nashville—with some of the handsomest homes in the area in the planning stage. Kerrigan decided that the moment was right to go into the business of manu-

NAMES IN THE NEWS

facturing ornamental iron work for the new homes and gardens.

"I went to a friend and told him that I needed \$1700 to start the business," Kerrigan said. "He finally told me that he would go on my note if I could borrow the money from the bank—but he would expect 10 per cent interest.

"The bank let me borrow the money, my friend went on the note, and I was able to pay it off in six months. I paid the bank 5 per cent interest, paid my friend the other 5 per cent interest, and learned one valuable lesson: how to borrow money from a bank. I've always done heavy borrowing to expand the business. Knowing how to borrow is important."

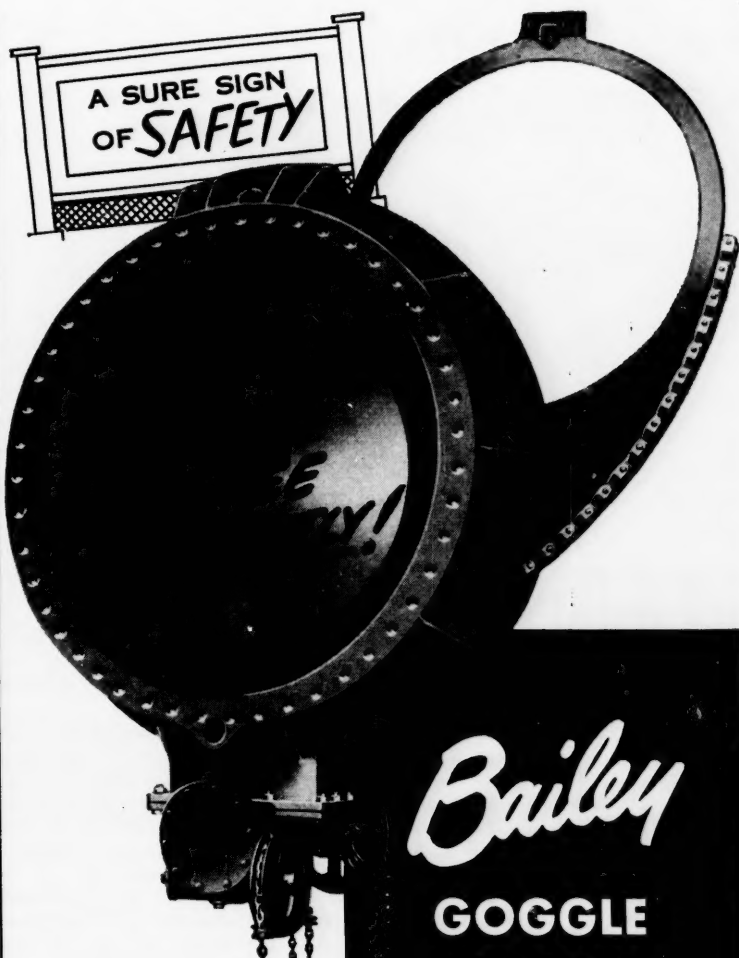
Kerrigan called his first business the Forges of Kerrigan and did his own art work—designing the magnificent iron gates and balconies and balustrades for Nashville gardens and homes. "Cheekwood," a palatial mansion on a 100-acre estate at the edge of the city, has stairways, fireplaces, paneling for whole rooms imported from English palaces. And the architect who planned both the home and the elaborate gardens, the late Bryant Fleming, had a profound influence on young Kerrigan.

"He taught me things about design and form that I would have never learned otherwise," Kerrigan said. "He showed me the value of being a close observer of nature. I remember the way he drove about the country to study southern architecture and often stopped along the way to sketch the wildflowers that grew nearby. Those wildflowers inspired designs in wrought iron work for garden gates and fences."

Kerrigan's skill with wrought iron brought on a renaissance in the use of decorative iron work in the Nashville area. Fairview, a historic farm home famed for its fine breeding horses a century ago, was restored to its original elegance in the 1930's, and Kerrigan designed one gate alone there that could not be duplicated today for \$20,000.

He expanded his ornamental iron work to include stairways, handrails and fire escapes, and from that the business began to leap into huge commercial projects. By the time World War II began, Kerrigan was ready to accept war orders.

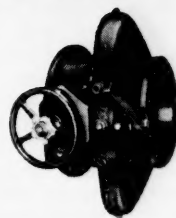
Landing mats for air strips were among the first orders, and he made



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Massive wrought iron gates topped by the Kerrigan crest greet the visitor to "Longacres", the Kerrigan home. Considered one of the most imposing in the country, the gate itself is an ornate example of the type of metal work done by the firm.

two different kinds of bar and rod mats for the army engineers. He made roll wire mesh for the Navy, and flat sheets of welded wire for the Seabees. The Bureau of Yards and Docks placed big orders for pontoons, and he built large truck cabs for the ordnance department. He built ship mast booms for the Maritime Commission and locomotive cabs for the Army.

"It was World War II that put me into production on a big scale," Kerrigan said.

Converting from war-time to peacetime projects was a challenge, but Kerrigan made the switch ingeniously. He converted the wire machine to production of Weldforged steel grating, which is now marketed on a national basis and is used in chemical plants, oil wells and numerous other industrial buildings.

He also began manufacture of riveted and pressure-locked aluminum grating, and he now produces 50 per cent of the running boards for tank cars and box cars used by the railroad industry.

Soon after he began manufacturing steel and aluminum street light standards, light posts and mast arms, he had them in use from Miami to New York. Buffalo, Baltimore, Houston, Detroit are among the cities whose lights shine from Kerrigan standards, and they are found all along the beaches of Florida.

Last year Kerrigan completed a new

plant for the new Greulich four-way bridge floors, and they are being marketed over the nation. His manufacture of heavy stainless steel tanks for the chemical industry adds to the substantial tonnage shown on his books.

"Our highest volume prior to the war was \$900,000," Kerrigan said. "Our volume today is in the neighborhood of \$10-million a year. Our output is slightly under 3,000 tons per month."

In his gray paneled office, whose walls are handsomely decorated with exquisite portraits of his wife and three children, Kerrigan surveys his work with more gratitude than pride.

"I have always been a religious man," he said, "and there is never a day that I do not say my prayers and give thanks for the success that has come my way."

A devout Catholic, Kerrigan observes all of the holy days of the church and takes an active part in church affairs.

But if he is asked to put his finger on the turning point in his career—the point that separated his plant from its "small time" operation to its present huge volume—he does not hesitate.

"We attribute this increase in volume to national advertising," he said. "We started running a full-page ad in MANUFACTURERS RECORD in 1943 and have advertised regularly there since then. The effect was immediate and tremendous. The RECORD brought us

business that we didn't know existed—business from all over this country and abroad."

To take care of the new business, Kerrigan opened a general sales office in New York City and has agents in all principal cities of the United States. He does a large export business and has had to open four plants in Nashville to take care of the production job.

Each department has its own manager—the grating division, the light standard division, the bridge floor division, et cetera. He employs 500 people regularly and for several years has operated two shifts.

His facilities have an appraisal value in excess of \$3-million, and he puts most of the plant earnings back into the business.

"We are now making a substantial volume of plate hoppers, tanks, elevator casings for the fertilizer industry," he said. "Our products are so diversified that we have kept busy constantly through the last 15 years."

Kerrigan says that his heavy inventories make it necessary to do heavy bank borrowing, and for that reason he values the lessons he learned about dealing with banks at the beginning of his career.

But the dollars and foundries of a business are only the visible assets, he says. Knowing customers on a close personal basis is of equal importance.

"Because I believe you have to know your customers well to build a sound business, I do considerable business entertaining, both in New York and at our winter home in Florida," he said. "It is expensive in both energy and money, but it keeps me streamlined."

When he does business in Nashville, it is in an office so homelike, so elegantly decorated in the quiet tones of another era that it is difficult to remember that molten steel flows from fiery furnaces nearby.

The tremendous breakfront in his office is a museum piece, as is the delicate Chippendale sofa. The Queen Anne chairs, the oval table, the fine rug and paintings create a restful air that Kerrigan delights in.

His home and his office reflect his enthusiasm for the quiet life. With no time for golf or boating or hunting, Kerrigan prefers to spend his off-hours at "Longacres," the charming home he built on one of the rolling hills at the edge of Nashville.

The ornate gateway to his estate is one of the most imposing in the coun-

NAMES IN THE NEWS

try. The Kerrigan coat of arms is highlighted in gold leaf, and the massive gate itself is a marvel of the art of wrought iron.

Kerrigan raises horses, pigs, chickens on the farm, but the house itself is of formal design and is ornamented with exquisite formal gardens. The herb garden—Mrs. Kerrigan's particular hobby—has been written up in a national publication as one of the most unusual and most beautiful in the country.

Kerrigan, with his usual attention to detail, is as pleased with his wife's achievement in growing one difficult herb as he is with the newest product from his plant. And he would set aside business affairs on a moment's notice if his wife wanted to fly to New England or Virginia to study another herb garden.

"That's culture," he says in appreciation of those who promote beauty in any form—in plants, or homes or china collections. "That's the thing that counts. What is money for if it doesn't help us gain more of the cultural side of life?"

His two young daughters share his enthusiasm for horses and riding, and his four-year-old son is enthusiastic about everything that moves by motor. But the things that Kerrigan hopes will mean the most to them—a respect for the achievements of the mind and the spirit—come the same way that a business grows:

"Through hard work, integrity and stick-ability," he said.



You'd be amazed at how it cuts down my paper work.

December, 1956

37

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OTHER NEWSMAKERS:

Erle Cocks, Sr.—Vice Chairman of the board and chief executive officer of the Fulton National Bank in Atlanta, has been elected to head the American Bankers Association.

Buford La Touche, Jr.—Appointed plant superintendent of the Fibre Board Container Division, Richmond, Va., of Robert Gair Company, Inc., manufacturer of paperboard and paper products.

Dr. M. P. Etheredge—State chemist and dean of Mississippi State's School of Arts and Sciences, has been elected president of the Association of Official Agricultural Chemists.

Sigmund Held—Elected President of Southern Envelope Manufacturers of Nashville, Tennessee. Held, only 29 years old, is considered one of the youngest persons to head an envelope manufacturing company.

Kenneth L. Weeks, Jr.—Appointed superintendent of Olin Mathieson Chemical Corporation operations at Brunswick, Georgia. Weeks was previously with the Allied Chemical and Dye Corporation before he went with Mathieson in 1952.

Norman A. Cocks—Elected president of the Carolinas Virginia Nuclear Power Associates, Inc. He is president of the Duke Power Company.

S. W. Darling—Appointed Superintendent of the Texas Company's West Tulsa Works, to succeed **E. M. Reynolds**, who retired November 1. **J. J. Rasor** has been ap-

pointed Assistant Superintendent of the West Tulsa Works to succeed Darling.

Eugene Sinnett—Named plant manager of the Corrugated Division of the L. O. F. Glass Fibers Company. Sinnett has a record of over 30 years in the glass industry.

George E. Prime—Joins Stein Hall & Co., Inc. at its Southern Textile Laboratory, Charlotte, North Carolina. In his new position he will assist the chief chemist in technical service and development work on new products for the textile field.

Robert C. Hickerson—Appointed to the staff of the Market Development Department of Tennessee Products & Chemical Corporation.

John R. Davis—Joins the Polymer Chemicals Division of W. R. Grace & Company's polyolefin resin plant in Baton Rouge.

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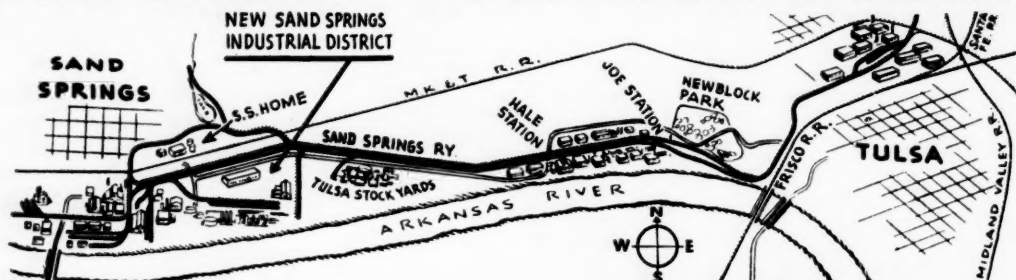
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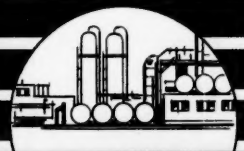
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**Colonel
M. R.
Says**

Stay Calm

If you happen to live anywhere near Pensacola, Florida, and, in your wanderings hither and yon chance to encounter a ten-foot snake, pay no attention. For the time being at least, he is well-fed and harmless. At least that's what the Theron & Broxton Snake Farm says. Their pet python escaped when a squall broke his glass cage.

Which reminds us that, if you happen to be in the neighborhood of Dr. Gerald K. Cordell's home in Decatur, Ga., you should drop in and meet Rosalind, a gentle, lovable pet and a favorite of all the children in the vicinity. Rosalind is a six-foot boa constrictor.

A Bull (No Bull)

Big Syd got restless the other day. He's just about the biggest Brahma bull there is—and Brahms are all outsize bulls. He vaulted a five-foot fence which encloses the summer headquarters of a rodeo in Orla Vista, Florida, and sauntered into an adjacent trailer park. The owners of the mobile homes became very mobile homeowners right away, as they scrambled madly into their trailers. Big Syd paid no attention to the men who tried to drive him away, but sauntered about the trailer park for two hours, until his curiosity was satisfied, then, with a disdainful glance at his pursuers, he vaulted the fence back into the rodeo grounds.

Po' Ol' Bird

Just outside Minden, Louisiana, a doctor was summoned to deliver the fifteenth child of a sharecropper. On leaving, he was startled to find an extremely queer-looking bird in the yard that vaguely resembled a duck. "What in the world is that," he asked, "a duck?" "Nope," the sharecropper replied wearily, "that's the stork, with his legs wore off."

Lowe-Down

Will Lowe was released from jail in Tampa, Florida, and he was in such a hurry to leave that he rushed off without the \$3 which is given to discharged prisoners. Just three weeks later, he applied by letter for the money, explaining that he couldn't call in person. His new address was a jail in nearby Lake County.

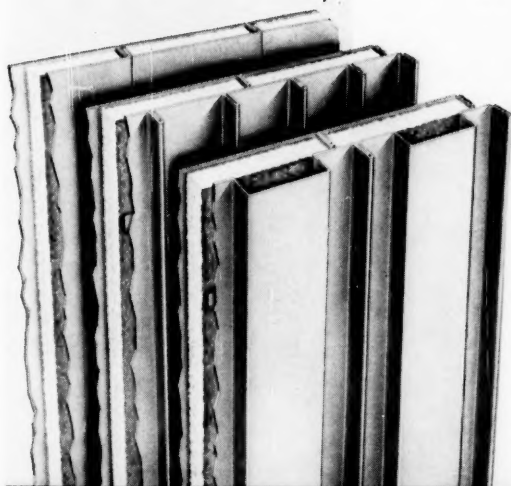
Future Small Change

On July 31, in Tampa, Florida, a marriage license was issued to Myrba Dollar and Dick E. Buck. The officiating minister had difficulty in restraining himself from saying: "I now pronounce you piggy bank."

INSULATED METAL WALLS

for INDUSTRIAL and COMMERCIAL BUILDINGS

ALUMINUM, STAINLESS or GALVANIZED STEEL

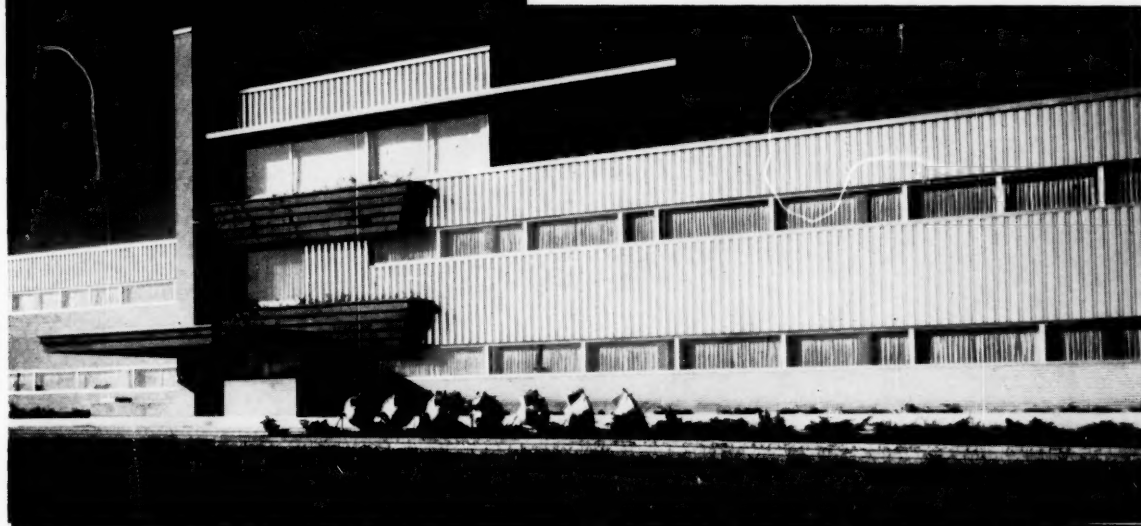


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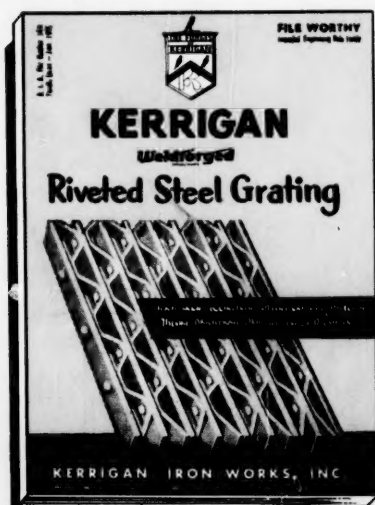
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